

Semester	Course Code	Core I:	Total Marks: 100		Hours Per Week	Credits
I	21UACCT101	PROFESSIONAL ENGLISH - I	CIA: 50	ESE: 50	4	4

Course Objectives:

1. To develop the language skills of students by offering adequate practice in professional contexts.
2. To enhance the lexical, grammatical and socio-linguistic and communicative competence of first year commerce and management students.
3. To focus on developing students' knowledge of domain specific registers and the required language skills.

Course Outcomes (CO): On completion of the course, students should be able to

CO1	Recognise their own ability to improve their own competence and skills in using the language.	K1-K4
CO2	Develop their competence in the use of English with particular reference to workplace situation with confidence and acceptable manner.	
CO3	Enhance the importance of negotiation strategies and thereby improve their LSRW skills.	
CO4	Create and develop their skills in interpreting visuals and presentations.	
CO5	Sharpen their critical thinking related to life and professional ethics.	

K1: Remember; K2: Understand; K3: Apply; K4: Analyze; K5: Evaluate; K6: Create;

Unit - I : Communication

Listening: Listening to instructions.

Speaking: Telephone etiquette and official phone conversations.

Reading: Short passages (3 passages selected from commerce and management).

Writing: Letters and e-mails in professional context.

Grammar in context: Wh and Yes or No, Q tags, Imperatives.

Vocabulary: Word formation, creating antonyms using prefixes, intensifying prefixes (e.g. inflammable).

Changing words using suffixes: Noun ending, adjectives endings, verb endings.



Dr. N. RAMAN
PRINCIPAL
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE : 638 107.










Semester	Course Code	Core II: PRINCIPLES OF MANAGEMENT	Total Marks: 100		Hours Per Week	Credits
			CIA: 50	ESE:50	6	
Course Objectives:						
<ol style="list-style-type: none"> To enable the students to understand the management concepts, planning, organising, staffing, directing, controlling and evolution of management. To enhance the students at different levels of management and management concepts. To facilitate the students to learn the managerial role and skills. 						
Course Outcomes (CO): On completion of the course, students should be able to						
CO1	Understand the concepts related to management, principles, functions, roles and Evolution of management.				K1-K4	
CO2	Develop business plans and decision-making skill that support an organisation's strategic objectives.					
CO3	Know the various organisation structures of management, authority and delegation.					
CO4	Acquire knowledge in directing and communication.					
CO5	Learn the techniques of co-ordination and control process.					
K1: Remember; K2: Understand; K3: Apply; K4: Analyze; K5: Evaluate; K6: Create;						
Unit - I : Management						
Management: Definition - Concept - Nature - Scope - Functions - Levels and skills - Managerial roles - Management as an Art, Science or Profession - Evolution of management thoughts : Contribution of F.W.Taylor, Henry Fayol, Elton Mayo and Peter F.Drucker's.						
Unit - II : Planning						
Planning: Definition- Nature - Purpose - Importance - Types of plan - Planning process - Policies: Types of policies - Decision-making: Types of decisions - Decision-making process - Techniques of decision-making.						
Unit - III : Organizing						
Organizing: Definition - Types of organization - Organizational structure. Delegation: Steps in delegation. Centralization: Advantages - Disadvantages - Decentralization: Advantages - Disadvantages. Staffing: Recruitment - Meaning - Sources - Selection: Definition - Process.						



Dr. N. RAMAN
PRINCIPAL.

KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)

NANJANAPURAM, ERODE - 638 107.

Unit - IV :	Directing							
Directing: Definition - Nature - Purpose - Importance - Principles - Techniques of directing. Communication: Definition - Communication process - Importance of communication - Barriers - Methods of communication - Essentials of effective communication system.								
Unit - V :	Controlling							
Controlling: Definition - Importance - Objectives - Types of control - Budgetary and non-budgetary control - Control process - Essentials of effective control system. Co-ordination: Definition - Need for co-ordination - Techniques of co-ordination.								
SKILL DEVELOPMENT ACTIVITIES								
<ul style="list-style-type: none"> • Design a sample organizational structure • Conduct a survey and draft report of an organization's performance • Identify and report the role of manager in an organization 								
TEXT BOOK								
1	L.M Prasad - Principles and Practice of Management - 10 th Edition - Sultan Chand & Sons, New Delhi, 2019.							
REFERENCE BOOKS								
1	R.N.Gupta - Principles of Management - Kindle Edition - S.Chand & Company Ltd., New Delhi, 2010.							
2	Dinkar Pagare - Principles of Management - 6 th Edition - Sultan Chand & Sons, New Delhi, 2018.							
3	Harold Koontz, Heinz Weihrich and Mark V. Cannice - Essentials of Management - 11 th Edition 2020 – Tata Mc Graw Hill Education Private Limited, New Delhi.							
WEB RESOURCES								
1	https://www.managementstudyguide.com/management_principles.htm							
2	https://open.lib.umn.edu/principlesmanagement							
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 33%; text-align: center;">Course Designed By</td> <td style="width: 33%; text-align: center;">Verified By</td> <td style="width: 33%; text-align: center;">Approved by HOD</td> </tr> <tr> <td style="text-align: center;">Ms.C Kalamani </td> <td style="text-align: center;">Dr.P.Poongodi </td> <td style="text-align: center;">Dr.M.Viswanathan </td> </tr> </table>			Course Designed By	Verified By	Approved by HOD	Ms.C Kalamani 	Dr.P.Poongodi 	Dr.M.Viswanathan 
Course Designed By	Verified By	Approved by HOD						
Ms.C Kalamani 	Dr.P.Poongodi 	Dr.M.Viswanathan 						



Dr. N. RAMAN
 PRINCIPAL,
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 NANJANAPURAM, ERODE - 638 107.

QUESTION PAPER PATTERN		
Time: 3 Hours	Max. Marks:50	
SECTION-A (10 X 1 = 10 Marks) Answer ALL questions Choose the correct answer Two questions from each unit	SECTION-B (5 X 3 = 15 Marks) Answer ALL questions Either or type Two questions from each unit	SECTION-C (5 X 5 = 25 Marks) Answer ALL questions Either or type Two questions from each unit

Mapping of COs with POs and PSOs:

PO/PSO CO	PO							PSO				
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	S	S	S	S	M	S	S	S	S	M	M
CO2	S	S	S	M	S	S	S	S	S	S	S	M
CO3	S	S	S	S	S	M	S	S	S	S	S	M
CO4	S	S	S	M	S	S	S	S	S	S	M	M
CO5	S	S	S	M	S	M	S	S	S	S	S	M

S-Strong, M-Medium, L-Low

m.v.v
HEAD OF THE DEPARTMENT
 DEPARTMENT OF BUSINESS ADMINISTRATION (CA)
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 ERODE - 638 107.



Dr. N. Ram
Dr. N. RAMAN
 PRINCIPAL,
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 NANJANAPURAM, ERODE . 638 107.

Sem	Course code	ALLIED COURSE: I	Total Marks:100	Hours Per Week	Credits
1	21UABAT103 / 21UACAT103	BUSINESS MATHEMATICS AND STATISTICS	CIA : 50 ESE :50	6	4

Course Objectives:

1. To enable the students to understand the concepts of Financial Mathematics.
2. To develop the ability of the students in obtaining and analysing the measures of central tendency Dispersion, Correlation and Regression.
3. The students are able to utilize the concepts of Index Numbers.

Course Outcomes (CO): On completion of the course, students should be able to

CO 1	Calculate simple and compound interest and understand the concepts of sets and its operations.	K1-K4
CO 2	Find the solutions of simultaneous linear equations using matrix method.	K1-K4
CO 3	Understand and apply classification and tabulation of data.	K1-K4
CO 4	Acquire knowledge about the measures of central tendency and dispersion.	K1-K4
CO 5	Examine the concepts of Correlation, Regression and index number.	K1-K4

K1 :Recall; K2 :Understand; K3 :Apply; K4 :Analyze; K5: Evaluate; K6: Create.

Unit – I : Mathematics of Finance and Set Theory

Mathematics of Finance: Basic Concepts-Simple Interest and Compound Interest-Simple Problems.

Set Theory : Definition- Notations- Methods of Description of Sets-Types of sets- Venn

Diagrams- Set operations – Laws and Properties of Sets –Number of Elements.

Chapter 2 (Pages 43-61) Chapter 3 (Pages 104-134)

Unit – II : Matrices and Determinants

Matrices: Definition of a Matrix- Importance- Notation-Order of a Matrix- Types of Matrices-

Matrix Operations-Properties- System of Linear Equations-Determinants-Properties- Cramer's Rule-

Inverse of a Matrix-Solving a System of Simultaneous Linear Equations by Inverse matrix or Matrix method.

Chapter 4 : Pages 147 -186

Unit – III : Collection and Presentation of Data

Meaning and Scope: Origin and Growth-Meaning- Definitions- Functions- Characteristics-Scope and Uses-Limitations.

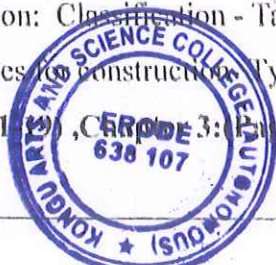
Collection of data: Primary and secondary data –Methods of collection of Primary and Secondary data.

Classification and Tabulation: Classification - Tabulation.

Diagrams: Diagrams – Rules for construction- Types of Diagrams- Drawing Diagrams.

Part II Chapter 1:(Pages 1-17) ,Chapter 3:(Pages 28-40) ,Chapter 5:(Pages 61-77)

Chapter 6:(Pages 98-118)



Dr. N. RAMAN
PRINCIPAL,
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107

Unit – IV : Measures of Central Tendency and Dispersion

Measures of Central Tendency: Arithmetic Mean, Median and Mode.

Measures of Dispersion: Range, Quartile Deviation, Standard Deviation and Co-efficient of Variation- Simple Problems.

Chapter 7 : (Pages 159- 183, 196-209, 212-227) Chapter 8 :(Pages 305-310, 325-336,360-368)

Unit – V : Correlation , Regression and Index Number

Simple Linear Correlation: Karl Pearson's coefficient of correlation – Rank correlation.

Simple Linear Regression: Methods of Forming the Regression Equations- Properties of Regression Lines and Coefficients.

Index Numbers: Characteristics of Index Numbers-Uses-General problems in the Construction of Index Numbers- Test of consistency and adequacy.

Chapter 12: (Pages 506-522), Chapter 13 :(Pages 540-571) ,Chapter 10 :(Pages 444-463, 467-471)

SKILL DEVELOPMENT ACTIVITIES

1. List out and explain any three real time applications of Matrices.
2. Chart out and plot the frequency and range for your internal marks.
3. Collect base year quantity and price, current year quantity and price for 6 items of consumed products and calculate cost of living index.

TEXT BOOK

- 1 PA.Navnitham "Business Mathematics & Statistics", Jai Publishers, 2011.

REFERENCE BOOKS

- 1 V. Sundaresan and S.D. Jayaseelan, "An Introduction to Business Mathematics and Statistical Methods", S.Chand Publishing, New Delhi, 2012.
- 2 Gupta S.P, "Statistical Methods"- Sultan Chand & Sons, New Delhi, 2012
- 3 R.S.N. Pillai and Bhagavathi, "Statistics", S.Chand & Company Ltd, New Delhi, 2008.

Web Resources

- 1 <http://www.math.wise.edu>>free221
- 2 www.ma.huji.ac.il>iWeb>Teach



Dr. N. RAMAN
PRINCIPAL,
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107

Course Designed By	Verified By	Approved By HOD
K. K. SIVARANJANI Ms.K.SIVARANJANI	Dr.M.LALITHA	Dr.S.NAGARAJAN

QUESTION PAPER PATTERN

Time: 3 hours

Max. Marks: 50

SECTION-A (10 X 1 = 10 Marks)

Answer ALL questions
Choose the correct answer
Two questions from each unit

SECTION-B (5 X 3 = 15 Marks)

Answer ALL questions
Either or type
Two questions from each unit

SECTION-C (5 X 5 = 25 Marks)

Answer ALL questions
Either or type
Two questions from each unit

Mapping of COs with POs and PSOs:

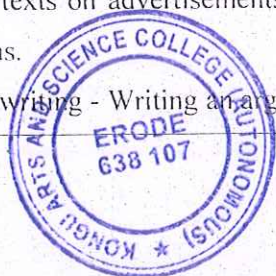
PO/PSO CO	PO							PSO				
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	S	S	S	M	M	M	S	M	S	M	M	S
CO 2	S	M	S	S	M	M	S	S	S	S	M	S
CO 3	S	M	M	M	S	S	M	S	S	M	M	S
CO 4	S	S	M	S	M	S	M	S	S	M	M	S
CO 5	S	M	S	M	M	M	M	S	S	M	M	S


S-Strong, M-Medium, L-Low



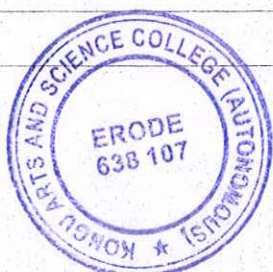
Dr. N. RAMAN
 PRINCIPAL,
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 NANJANAPURAM, ERODE - 638 107


Semester	Course Code	Core III: PROFESSIONAL ENGLISH - II	Total Marks: 100		Hours Per Week	Credits
II	21UACCT201		CIA: 50	ESE: 50	4	4
Course Objectives:						
1. To develop their competence in the use of English with particular reference to the workplace situation. 2. To enhance the creativity of the students, this will enable them to think of innovative ways to solve issues in the workplace. 3. To develop their competence and competitiveness and thereby improve their employability skills.						
Course Outcomes (CO): On completion of the course, students should be able to						
CO1	Identify the importance of linguistic competence in workplace environment.					K1-K4
CO2	Develop LSRW skills for academic and career purposes.					
CO3	Illustration of digital competence for vlogs and webpage designing.					
CO4	Application of digital competence for innovation and imagination in recent business scenario.					
CO5	Applying the effective business correspondence with brevity and clarity at workplace.					
K1: Remember; K2: Understand; K3: Apply; K4: Analyze; K5: Evaluate; K6: Create;						
Unit - I :	Communicative Competence					
Listening: Listening to two talks / lectures by specialists on selected subject specific topics - (TED talks) and answering comprehension exercises (inferential questions). Speaking: Small group discussions (the discussions could be based on the listening and reading passages - Open ended questions). Reading: Two subject-based reading texts followed by comprehension activities / exercises. Writing: Summary writing based on the reading passages.						
Unit - II :	Persuasive Communication					
Listening: Listening to a product launch - Sensitizing learner to the nuances of persuasive communication. Speaking: Debates - Just-a-minute activities Reading: Reading texts on advertisements (on products relevant to the subject areas) and answering inferential questions. Writing: Dialogue writing - Writing an argumentative / persuasive essay.						

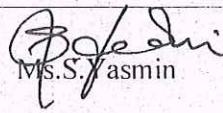



Dr. N. RAMAN
 PRINCIPAL
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 NANJANAPURAM, ERODE - 638 107.


Unit - III :	Digital Competence
<p>Listening: Listening to interviews (subject related).</p> <p>Speaking: Interviews with subject specialists (using video conferencing skills) - Creating vlogs (How to become a vlogger and use vlogging to nurture interests - subject related).</p> <p>Reading: Selected sample of web page (subject area).</p> <p>Writing: Creating web pages - Reading comprehension: Essay on digital competence for academic and professional life. The essay will address all aspects of digital competence in relation to MS Office and how they can be utilized in relation to work in the subject area.</p>	
Unit - IV :	Creativity and Imagination
<p>Listening: Listening to short (2 to 5 minutes) academic videos (prepared by EMRC/ other MOOC videos on Indian academic sites - E.g. https://www.youtube.com/watch?v=tpvicScuDy0).</p> <p>Speaking: Making oral presentations through short films - subject based.</p> <p>Reading: Essay on creativity and imagination (subject based).</p> <p>Writing - Basic script writing for short films (subject based) - Creating blogs, flyers and brochures (subject based) - Poster making - Writing slogans / captions (subject based).</p>	
Unit - V :	Workplace Communication and Basics of Academic Writing
<p>Speaking: Short academic presentation using Power Point.</p> <p>Reading and writing: Product profiles, circulars, minutes of meeting.</p> <p>Writing an introduction, paraphrasing, punctuation (period, question mark, exclamation point, comma, semicolon, colon, dash, hyphen, parentheses, brackets, braces, apostrophe, quotation marks and ellipsis), capitalization (use of upper case).</p>	
SKILL DEVELOPMENT ACTIVITIES	
<ul style="list-style-type: none"> • Role Play / Mock Interview • Just- a – Minute Talk or One to One Student Interaction • Application of Digital Competence : Mock panel Discussion of Entrepreneurs / Organize an Interview for Young Startups 	
TEXT BOOK	
1	Professional English for Commerce and Management - II - TANSCHÉ. syllabus.b-u.ac.in/tansche/pecm1.pdf




Dr. N. RAMAN
 PRINCIPAL
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 NANJANAPURAM, ERODE - 638 107.

REFERENCE BOOKS		
1	Alice Oshima and Ann Hogue - Writing Academic English - Second Edition - Addison Wesley Publishing Company, 1991.	
2	Lyn R.Clark, Kenneth Zimmer, Joseph Tinervia - Business English and Communication - Seventh Edition - MacMillan / McGraw-Hill, Imprint 1991.	
WEB RESOURCES		
1	Book Material: https://drive.google.com/file/d/1FbcKJleXwXhfFYfKisNDfR51GXNrrmN/view?usp=sharing	
2	Unit 1 Video: https://drive.google.com/file/d/1cPXTVXQpAmz3qacgnp3f3kCQJkG16XDI/view?usp=sharing Unit 2 Video: https://drive.google.com/file/d/1TwRZvTSgIOel_YVtcepi_p6q9WY901F6Q/view?usp=sharing Unit 3 Video : https://drive.google.com/file/d/1Eic3mTIVAncoZOnSwkhSNUEv4jOIL2_/view?usp=sharing Unit 4 Video: https://drive.google.com/file/d/1vXQBQ04nAZqCsaxyqEWdP feXB6P-9KXY/view?usp=sharing Unit 5 Video: https://drive.google.com/file/d/11v2H_Uu9J_ZDrJLo3IN6-xligXJ5OkB/view?usp=sharing	
Course Designed By	Verified By	Approved by HOD
Dr.P.Poongodi Dr.M.Jayanthi Dr.M.Thangam	 Ms.S. Yasmin	Dr.M.Viswanathan
QUESTION PAPER PATTERN		
Time: 3 Hours	Max. Marks:50	
SECTION-A (10 X 1 = 10 Marks) (Vocabulary) (MCQ, Info-gap questions – domain specific vocabulary)	SECTION-B (4 X 10 = 40 Marks) (Reading :Two long domain-specific comprehension passages with questions pertaining to understanding and analysis – 20 Marks) (Writing: Descriptive/narrative/persuasive writing questions pertaining to domain-specific vocabulary – 20 Marks)	

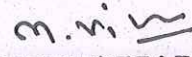



Dr. N. RAMAN
 PRINCIPAL,
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 NANJANAPURAM, ERODE - 638 107.


Mapping of COs with POs and PSOs:

PO/PSO CO	PO							PSO				
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	S	M	S	M	M	S	S	S	M	S
CO2	S	S	M	S	M	M	S	S	M	S	S	S
CO3	S	S	S	M	S	M	M	S	M	S	S	S
CO4	S	S	M	S	S	M	S	S	S	M	S	S
CO5	S	S	S	M	M	M	M	S	M	S	S	S

S-Strong, M-Medium, L-Low


HEAD OF THE DEPARTMENT
 DEPARTMENT OF BUSINESS ADMINISTRATION (CA)
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 ERODE - 638 107.




Dr. N. RAMAN
 PRINCIPAL,
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 NANJANAPURAM, ERODE - 638 107.

8	R.J.Ranjit Daniels and Jagadish Krishnaswamy - Environmental Studies - Wiley India Private Ltd., New Delhi, 2009.
9	S.M.Prakash - Environmental Studies - Elite Publishers Mangalore, 2007.
10	Erach Bharucha - Text Book of Environmental Studies - for UGC - University Press, 2005.
11	Dr.Pratiba Sing, Dr.AnoopSingh and Dr.Piyush Malaviya - Text Book of Environmental and Ecology - Acme Learning Pvt. Ltd., New Delhi.
12	A.Rosencranz, S.Divan and M.L.Noble - 2001- Environmental Law and Policy in India - Tripathi, 1992.
WEB RESOURCES	
1	https://www.edx.org/learn/environmental-science
2	https://byjus.com/biology/types-of-pollution/
QUESTION PAPER PATTERN	
Time: 100 Minutes	Max. Marks:50
SECTION-A (100 X ½ = 50 Marks)	
Answer ALL the questions	
Multiple Choice Questions	

Mapping of COs with POs and PSOs:

PO/PSO CO	PO							PSO				
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	S	S	S	S	S	M	M	S	S	M
CO2	M	S	S	M	S	M	S	M	M	S	S	M
CO3	M	S	S	M	S	M	S	M	M	S	S	M
CO4	S	S	S	S	S	M	S	M	M	S	S	M
CO5	S	M	S	S	S	S	S	M	M	S	S	M

S-Strong, M-Medium, L-Low



m.v.i.w

Dr. N. RAMAN
PRINCIPAL,
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107.

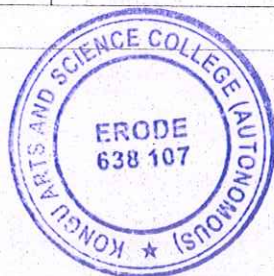
HEAD OF THE DEPARTMENT
DEPARTMENT OF BUSINESS ADMINISTRATION (CA)
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
ERODE - 638 107.


Semester	Course Code	Core IV: ORGANISATIONAL BEHAVIOUR	Total Marks: 100		Hours Per Week	Credits
			CIA: 50	ESE: 50	4	
II	21UACCT202				4	4
Course Objectives:						
<ol style="list-style-type: none"> To familiarize the students to understand and analyse the behaviour of individual and group in organisations. To enable the students to understand how and why people behave in different conditions. To enable the students to describe the theories of motivation and leadership. 						
Course Outcomes (CO): On completion of the course, students should be able to						
CO1	Understand the basic concepts of organisational behaviour and individual behaviour of personality.					K1-K4
CO2	Equip the required skills to know the motivation and emotions.					
CO3	Gain the knowledge on attitude and morale.					
CO4	Acquire the knowledge on group behaviour and conflict.					
CO5	Understand the role of leadership and organisation culture.					
K1: remember; K2: Understand; K3: Apply; K4: Analyze; K5: Evaluate; K6: Create;						
Unit - I : Organizational Behaviour						
Organisational Behaviour: Definition - Key elements of organizational behaviour - Nature and scope of organizational behaviour - Need for studying organizational behaviour. Individual behaviour: Personality - Concepts of personality - Determinants of personality - Types of personality - Theories of personality.						
Unit - II : Attitude						
Attitude: Meaning - Formation of attitude - Types of attitude. Job satisfaction: Meaning - Measurement of job satisfaction - Causes of job satisfaction. Morale: Meaning - Difference between morale and motivation - Factors affecting employee morale - Morale and productivity.						
Unit - III : Motivation						
Motivation: Meaning - Nature of motivation - Need for motivation - Process of motivation - Theories of motivation - Techniques of motivation - Financial and non-financial motivation - Brain storming. Emotions: Types of emotions - Sources of emotions - Aspects of emotions - Theories of emotions - Emotional intelligence.						



Dr. N. RAMAN
PRINCIPAL,
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107.

Unit - IV :	Group Behaviour	
Group: Definition - Characteristics - Theories of group formation - Types of group - Stages of group development - Group behavior - Group decision making. Conflict: Meaning - Sources of conflict - Types of conflict - Aspects of conflict - Conflict process - Conflict management.		
Unit - V :	Leadership	
Leadership: Meaning - Functions of leadership - Leadership and management - Functions of leadership - Leadership styles - Leadership theories. Organizational culture: Definition - Types of culture - Functions of culture - Creating, sustaining, and changing a culture - Theory Z culture.		
SKILL DEVELOPMENT ACTIVITIES		
<ul style="list-style-type: none"> • Chart the types of personality • Draft the techniques of brainstorming • Prepare and list the financial and non-financial motivations 		
TEXT BOOK		
1	Stephen Robbins - Organizational Behaviour - 15 th Edition 2012 - Prentice Hall Publishers.	
REFERENCE BOOKS		
1	Dr.S.S.Khanka - Organisational Behaviour - Re-print Edition 2015 - S. Chand Publishing, New Delhi.	
2	L.M.Prasad - Organisational Behaviour - 5 th Edition 2011 - Sultan Chand Publisher.	
3	John W.Newstrom, Keith Davis - Human Behaviour at Work - 12 th Edition 2006 - McGraw Hill Publisher.	
4	Fred Luthans - Organisational Behaviour - 12 th Edition 2010 - Mc Graw Hill Publisher.	
WEB RESOURCES		
1	https://www.iedunote.com/organizational-behavior	
2	https://www.economicsdiscussion.net/management/organisational-behaviour	
Course Designed By	Verified By	Approved by HOD
Dr.M.Viswanathan <i>m.viz</i>	Dr.P.Poongodi <i>wp</i>	Dr.M.Viswanathan <i>m.viz</i>




Dr. N. RAMAN
 PRINCIPAL,
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 NANJANAPURAM, ERODE - 638 107.

QUESTION PAPER PATTERN		
Time: 3 Hours	Max. Marks:50	
SECTION-A (10 X 1 = 10 Marks) Answer ALL questions Choose the correct answer Two questions from each unit	SECTION-B (5 X 3 = 15 Marks) Answer ALL questions Either or type Two questions from each unit	SECTION-C (5 X 5 = 25 Marks) Answer ALL questions Either or type Two questions from each unit

Mapping of COs with POs and PSOs:

PO/PSO CO	PO							PSO				
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	S	S	S	M	S	S	S	S	S	M
CO2	S	S	S	M	S	M	S	S	S	S	M	M
CO3	S	S	S	M	S	S	S	S	S	S	S	M
CO4	S	S	S	M	S	M	S	S	S	S	M	M
CO5	S	S	S	M	S	S	S	S	S	S	S	M

S-Strong, M-Medium, L-Low

m.vim
HEAD OF THE DEPARTMENT
 DEPARTMENT OF BUSINESS ADMINISTRATION (CA)
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 ERODE - 638 107.



Dr. N. RAMAN
Dr. N. RAMAN
 PRINCIPAL.
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 NANJANAPURAM, ERODE - 638 107.

Semester	Course Code	Core V: PC SOFTWARE (MS OFFICE) PRACTICAL	Total Marks: 100		Hours Per Week	Credits
II	21UACCT203		CIA: 50	ESE: 50	3	3

Course Objectives:

1. To understand the office automation effectively.
2. To craft presentations.
3. To design and create database.

Course Outcomes (CO): On completion of the course, students should be able to

CO1	Prepare various kinds of documents.	K1-K4
CO2	Develop the data analytical skills in spreadsheets.	
CO3	Create Power Point presentations and slideshows.	
CO4	Comprehend database in MS Access and prepare reports.	

K1: Remember; K2: Understand; K3: Apply; K4: Analyze K5: Evaluate; K6: Create;

MS WORD

1. Prepare a job application letter and bio-data with proper formatting.
2. Prepare an invitation for the college function using text boxes and clipart.
3. Prepare a shareholders' meeting letter for 10 members using mail merge operation.
4. Prepare a document in newspaper column layout.

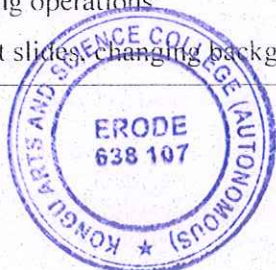
MS EXCEL


5. Prepare a student mark sheet which automatically generates total and percentage using formula.
6. Generate a graph to illustrate the sales of various products of a company in last 6 months.
7. Create a pivot table to analyze worksheet data.
8. Prepare a product life cycle which should contain the following stages: introduction, growth, maturity, saturation, and decline.




MS POWER POINT

9. Create a Power Point presentation for a company with minimum five slides.
10. Design an advertisement campaign for a product with slide transitions and custom animation effects.
11. Insert an excel chart into a Power Point slide.
12. 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 wordart.



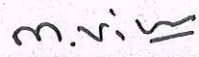

Dr. N. RAMAN
 PRINCIPAL,
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 NANJANAPURAM, ERODE - 638 107.

MS ACCESS		
13. Create a database in MS Access.		
14. Perform finding, sorting and displaying the data in MS Access data base.		
15. Prepare a payroll for employee database of an organization with following details: employee id, employee name, date of birth, department and designation, date of appointment, basic pay, dearness allowance, house rent allowance and other deduction if any. Perform queries for different categories.		
16. Create a report using a report wizard.		
Course Designed By	Verified By	Approved by HOD
Ms.G.Manju 	Dr.P.Poongodi 	Dr.M.Viswanathan 


Mapping of COs with POs and PSOs:

PG/PSO CO	PO							PSO				
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	S	M	S	S	S	S	S	S	S	S
CO2	S	M	M	M	S	M	S	S	S	S	S	S
CO3	S	S	S	M	S	S	S	S	S	S	S	S
CO4	S	M	M	M	S	M	S	S	S	S	S	S

S-Strong, M-Medium, L-Low


HEAD OF THE DEPARTMENT
 DEPARTMENT OF BUSINESS ADMINISTRATION (CA)
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 ERODE - 638 107.




Dr. N. RAMAN
 PRINCIPAL,
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 NANJANAPURAM, ERODE - 638 107.

Mapping of COs with POs and PSOs:

PO/PSO CO	PO							PSO				
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	S	S	S	S	S	S	S	S	M	M
CO2	M	S	S	M	S	M	S	S	S	S	M	M
CO3	M	S	S	M	S	M	S	S	S	S	M	M
CO4	S	S	S	S	S	M	S	S	S	S	M	M
CO5	S	M	S	S	S	S	S	S	S	S	M	M

S-Strong, M-Medium, L-Low

HEAD OF THE DEPARTMENT
DEPARTMENT OF BUSINESS ADMINISTRATION (CA)
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
ERODE - 638 107.



Dr. N. RAMAN
PRINCIPAL,
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107.

Semester	Course Code	ALLIED PAPER: II OPTIMIZATION TECHNIQUES	Total Marks:100	Hours Per Week	Credits
II	21UABAT203 / 21UACAT204		CIA : 50 ESE :50	6/5	4

Course Objectives:

1. To enable the students to understand the concepts of Linear Programming.
2. To develop the students ability in solving Transportation problems, Assignment Problems and Game theory.
3. To enable the students to understand the concepts of Network Scheduling.

Course Outcomes (CO): On completion of the course, students should be able to

CO1	Understand the concepts of Linear Programming Problems and its Solution by Graphical Method.	K1-K4
CO2	Find the Solutions for Transportation and Assignment Problems.	K1-K4
CO3	Solve Games by using Pure and Mixed Strategies and also find Graphical Solutions of Game theory.	K1-K4
CO4	Acquire knowledge in the concepts of Critical Path Method (CPM).	K1-K4
CO5	Examine the factors in Project Evaluation and Review Techniques (PERT).	K1-K4

K1 :Remember; K2 :Understand; K3 :Apply; K4 :Analyze; K5: Evaluate; K6: Create.

Unit – I :

Linear Programming Problem

Operations Research: Introduction-Origin and Development of O.R.-Nature and Features of O.R.-Scientific Method in O.R.-Modelling in O.R-Advantages and Limitations of Models- Operations Research and Decision making- Applications of O.R.

Linear Programming Problem-Mathematical Formulation: Introduction-Linear Programming Problem-Mathematical Formulation of the Problem-Illustration on Mathematical Formulation of LPPs.

Linear Programming Problem –Graphical Solution: Introduction-Graphical Solution Method.

Chapter 1: Sections: 1.1-1.6, 1.9, and 1.10. : Chapter 2: Sections: 2.1-2.4.:

Chapter 3: Sections: 3.1, 3.2.

Unit – II :

Transportation and Assignment Problem

Transportation Problem: Introduction-Finding an Initial Basic Feasible Solution (NWC Rule-LCM Method-VAM Method)-Test for Optimality-Transportation Algorithm (MODI METHOD)

(Non-degenerate problems only). Assignment Problem: Introduction-Mathematical Formulation



Dr. IN. RAMAN the
PRINCIPAL,
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107

Problem- Solution Methods of Assignment Problems (Hungarian Assignment Method).

Chapter 10: Sections: 10.1, 10.9, 10.10 and 10.13.: Chapter 11: Section: 11.1-11.3.

Unit – III :

Games and Strategies

Introduction- Two-Person Zero-Sum Games – Some Basic Terms-The Maxmin-

Minimax Principle- Games Without Saddle Points-Mixed Strategies- Graphic Solution of $2 \times n$ and $m \times 2$ Games.

Chapter 17: Sections: 17.1 – 17.6.

Unit – IV :

Network Scheduling by PERT /CPM

Introduction-Network: Basic Components-Rules of Network Construction - Critical Path Analysis.

Chapter 25 : Sections: 25.1, 25.2, 25.4, 25.6

Unit – V :

Network Scheduling by PERT/CPM

Network Scheduling by PERT/CPM: Probability Considerations in PERT (Probability of Meeting Schedule Time) - Distinction between PERT and CPM.

Chapter 25 : Sections: 25.7, 25.8.

Skill Development Activities

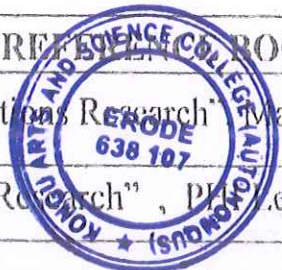
1. Formulate a Linear Programming Problem for a business problem.
2. Give any two applications of game theory in real life.
3. Calculate time duration for project construction by using Critical Path Method.

TEXT BOOK

- | | |
|---|---------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 | Treatment as in Kanti Swarup, P.K.Gupta and Man Mohan, " Operations Research" , Sultan Chand & Sons, New Delhi, Eighteenth Edition: 2015, Reprint 2016. |
|---|---------------------------------------------------------------------------------------------------------------------------------------------------------|

REFERENCE BOOKS

- | | |
|---|------------------------------------------------------------------------------------------|
| 1 | P.R. Vittal and V.Malini, "Operations Research" Margham Publications, KONGILARODI, ERODE |
| 2 | R.Panneer Selvam, "Operations Research" , PHI Learning Pvt. Ltd., 2006. |



Dr. N. RAMAN
PRINCIPAL.

KONGILARODI AND SCIENCE COLLEGE
(AUTONOMOUS)
MANJANAPURAM, ERODE - 638 107

WEB RESOURCES

1. <http://en.m.wikibooks.org>

2. www.themathpage.com

Course Designed By

Verified By

Approved by HOD

SS
Ms.S.SAVITHA

CR
Ms. C.RADHAMANI

SN
Dr.S.NAGARAJAN

QUESTION PAPER PATTERN

Time: 3 Hours

Max. Marks:50

SECTION-A (10 X 1 = 10 Marks)

SECTION-B (5 X 3 = 15 Marks)

SECTION-C (5 X 5 = 25 Marks)

Answer ALL questions

Answer ALL questions

Answer ALL questions

Choose the correct answer

Either or type

Either or type

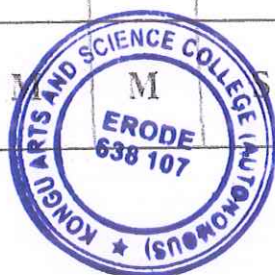
Two questions from each unit

Two questions from each unit

Two questions from each unit

Mapping of COs with POs and PSOs:

PO/PSO CO	PO							PSO				
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	S	M	S	M	L	L	S	S	S	S	S	S
CO 2	S	M	S	M	L	L	S	S	S	S	M	S
CO 3	S	M	S	M	M	M	S	S	S	S	M	S
CO 4	S	S	M	S	M	M	S	S	S	S	S	S
CO 5	S	S	M	M	M	M	S	S	S	S	S	S



SN
Dr. N. RAMAN
PRINCIPAL.

KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107

S-Strong, M-Medium, L-Low

Sem.	Course Code	OPERATIONS MANAGEMENT	Total Marks: 100		Hours Per Week	Credits
			CIA: 25	ESE:75	6	4
III	17UACCT301					

OBJECTIVE:

- To focus on key aspects of Operations and provide practical insight for operations Management.
- To focus and to impart knowledge on Issues, Techniques and System for Operations Management.

COURSE OUTCOMES:

At end of the course, students will be able to

- CO1 Identify and evaluate the process, tools and principles of operations management with better understanding of the operations environment.
- CO2 Identify the process needed to develop a new product from identifying the customer needs and to deliver the final product as per customer satisfaction.
- CO3 Identify future challenges and directions related to operations management and respond to such market changes effectively and efficiently.
- CO4 Explain and evaluate the quality process in manufacturing and service sector to improve the operational performance.
- CO5 Apply the modern tools and underlying principles of operations management in the manufacturing and service sectors to improve organizational performance.

UNIT - I

Product and Service: Meaning - Comparison Operations Management: Meaning - Importance - Historical contributions - System View of OM - Scope of OM - Functions of OM
Types of production systems: Meaning - Characteristics - Comparison - Advantages and Disadvantages of various production systems.

UNIT- II

Product design: Aspects / Types of Product Design - Steps in new product Development - Make or Buy Decision: Criteria - Plant Location: Meaning - Objectives - Factors effecting Plant location Plant Layout: Meaning - Objectives - Characteristics of a good layout - Factors - Types of layout - Fixed position, Product, Process, and Group / Cellular layout.

UNIT- III

Production planning and control: Meaning - Objectives - Functions - Aggregate planning: Nature - Strategies Master production schedule (MPS) - Relationship of MPS for manufacturing planning and control activities - Advantages. Material Requirements Planning (MRP) - Concept - Dependent and Independent items - Input and output of MRP - BOM - Bench marking.

UNIT- IV

Materials management: Functions - Integrated Materials Management - Purchase functions and Procedure. Inventory control: Meaning - Types of inventory - Cost associated with inventory - Safety stock - Reorder point - Lead time. Inventory control techniques: Economic Order Quantity - P and Q system - Selective Inventory Control - ABC Analysis - Benefits and Limitations.



Dr. N. RAMAN

PRINCIPAL
KONGU ARTS AND SCIENCE COLLEGE
AUTONOMOUS
NANDANAPURAM, ERODE - 638 017.

UNIT- V

Statistical Quality Control: Process Control charts - Variable chart (X and R chart) Attribute chart (P and C chart) Acceptance Sampling - Concept of Type I and Type II error. Modern Operation Management tools: Just in time manufacturing: Concept - Basic principles - Push / Pull production - Kanban systems - Benefits of JIT. Total quality management: Concept - Elements – Benefits. International standards organization: ISO 9000 series quality Certifications and types - steps in registration – Benefits. Six Sigma: Definition - Approaches - Types of belts - Benefits.

TEXT BOOK:

1. P.Saravanel S.Sumathi, Production and Materials Management, 3rd Edition, Reprint 2016, Margham Publications, Chennai.

BOOKS FOR REFERENCE:

1. R.Panneerselvam, Production and Operations Management, 3rd Edition, 2012, PHI learning Pvt. Ltd, New Delhi.
2. Everest E Adam & Ebert, Production and Operations Management, 5th Edition, 2015 PHI learning Pvt. Ltd, New Delhi.
3. Lee J. Krajewski and Larry P. Ritzman, Operations Management: Process and value Chains, 7th Edition, 2007, PHI learning Pvt. Ltd, New Delhi.

QUESTION PAPER PATTERN		
SECTION – A	SECTION - B	SECTION – C
10 x 1 = 10 Marks (Multiple Choice, Four options) Two questions from each unit	5 x 7 = 35 Marks (Either or choice) Two questions from each unit	3 x 10 = 30 Marks (Answer any three Questions) One Question from each unit

m.vim
HEAD OF THE DEPARTMENT
 DEPARTMENT OF BUSINESS ADMINISTRATION (CA)
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 ERODE - 638 107.



Dr. N. RAMAN
Dr. N. RAMAN
 PRINCIPAL,
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 NANJANAPURAM, ERODE - 638 107.

Sem.	Course Code	MARKETING MANAGEMENT	Total Marks: 100		Hours per Week	Credits
			CIA:25	ESE:75	6	4
III	17UACCT302					

OBJECTIVE:

- To enable the students to understand the marketing management, marketing environment, marketing mix and marketing research.

COURSE OUTCOMES:

At end of the course, students will be able to

- CO1 Equip the learners with required skills to be a good marketing manager and to know about the bases of market segmentation.
- CO2 Help the students to understand the product mix.
- CO3 Equip the learners with required skills to develop a new product.
- CO4 Make the students to analyze the kinds of pricing decisions.
- CO5 Develop their knowledge in distribution channels.

UNIT - I

Marketing: Meaning - Definition - Nature - Scope - Functions of marketing - Modern marketing - Concept - Features - Recent innovations in modern marketing. Marketing environment: Micro and macro Environment - Environmental scanning and analysis.

UNIT - II

Marketing research - Nature - Functions - Elements - Process of marketing research - Market segmentation: Concept - Methods - Benefits - Bases of market segmentation - Marketing mix - Elements - Determining the marketing mix.

UNIT - III

Product mix: Product planning - Concept - Objectives - Product mix - Factors - Product item and product line - Product standardization - Identification - New product development - Steps - Product life cycle - Branding - Packaging - labeling.

UNIT - IV

Price mix: Significance - Factors affecting price of a product - Pricing objectives - Pricing policies - Kinds of pricing decisions - Pricing of new products - Resale price maintenance - Price discrimination.

UNIT - V

Distribution: Channel Importance - Selection - Distribution policies - Strategies - Wholesaler - Functions and services - Retailer - Functions and services - Types. Physical distribution of goods: Objectives - Transportation - Functions - Methods - Warehousing - Functions - Types of warehousing.



Dr. N. RAMAN
PRINCIPAL
KONGU ARTS AND SCIENCE COLLEGE
NANJANAPURAM, ERODE - 638 107.

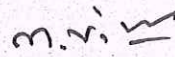
TEXT BOOK:

1. Ramaswamy Namakumari, Marketing Management, 5th Edition, 2013, McGraw Hill Education, Bengaluru.


BOOKS FOR REFERENCE:

1. R.S.N. Pillai & Bagavathi, Modern Marketing, 4th Edition, 2010, S.Chand Publishing, New Delhi.
2. Philip Kotler & Kevin Lane Keller, Marketing Management, 12th Edition, 2014, Prentice Hall of India, New Delhi.
3. Dr. C.B.Gupta and Dr. N. Rajan Nair, Marketing Management: Text & Cases, 15th Edition, 2012, Sultan Chand & Sons, New Delhi.

QUESTION PAPER PATTERN		
SECTION - A	SECTION - B	SECTION - C
10 x 1 = 10 Marks (Multiple Choice, Four options) Two questions from each unit	5 x 7 = 35 Marks (Either or choice) Two questions from each unit	3 x 10 = 30 Marks (Answer any three Questions) One Question from each unit


HEAD OF THE DEPARTMENT
 DEPARTMENT OF BUSINESS ADMINISTRATION (CA)
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 ERODE - 638 107.




Dr. N. RAMAN
 PRINCIPAL,
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 NANJANAPURAM, ERODE - 638 107.

Sem.	Course Code	TALLY PRACTICAL	Total Marks: 100		Hours per Week	Credits
			CIA: 40	ESE: 60	6	4
III	17UACCP303					

OBJECTIVE:

- This is designed to impart knowledge regarding concepts of Financial Accounting Tally is an accounting package which is used for learning to maintain accounts.

COURSE OUTCOMES:

At end of the course, students will be able to

- CO1 Understood the basic principles to create company accounts.
 CO2 Gained knowledge to Trial Balance, Trading and profit/loss account, Balance sheet, Day Book, Cash Book & Bank Book of the company and cash flow statement, fund flow statement.
 CO3 Enable the students to explore to and acquire skills in respect of most sophisticated computerized accounting procedures and practices so as to help them serve better the vast accounting needs of every commercial organization.
 CO4 As this is useful for students to get placements in different offices as well as companies in Accounts departments.
 CO5 Equip the learners with required skills to be an excellent accounts manager.

LIST OF PROGRAMS

1. Create a Company as "M/S Shree & Brothers Industries Ltd" in Tally with inventory for the year 01.04.2015.
2. Books beginning from 01.04.2015 and Pass the following Entries: -
 - a. Shree started "M/S Shree & Brothers" by bringing Capital Rs.10,00,000/- Cash.
 - b. He deposited Rs.4,00,000/- cash at Axis bank.
 - c. He paid electricity bill for Rs.12,000/- by cash.
 - d. He withdrawn Rs.10,000/- cash for his personal use.
 - e. He purchased the following item from Satyam Computer Ltd. on credit of Rs.3,00,000 (10 numbers of computer @ Rs 30,000 each)
 - f. He sold the following item to Rajesh Traders Ltd in cash Rs.3,20,000 (8 number of computer @ Rs 40,000).
 - g. He received Rs.6,000/- as commission from Rohit by cash.
 - h. He paid House Rent for Rs.5,000/- by cash.
 - i. He withdrawn Rs.25,000/- cash from Axis Bank for office use.
 - j. He purchased furniture for Rs.25,000/- by cash for office use.
 - k. He bought machinery for Rs. 10,000.
 - l. He bought one typewriter for Rs. 2,100 from Universal Typewriter Co. on credit.
 - m. He bought 50 shares in X Y & Co. Ltd. at Rs. 60 per share, brokerage paid Rs. 20.
 - n. He sold 20 shares of X Y & Co. Ltd. at Rs. 65 per share, brokerage paid Rs. 20.
 - o. He purchased goods for Rs. 14,000.



Dr. N. RAMAN
 PRINCIPAL,
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 NANJANAPURAM, ERODE - 638 107.

3. Show the Trial Balance of "M/S Shree & Brothers Industries Ltd."
4. Show the trading and profit/loss account.
5. Show the Balance sheet.
6. Show the Cash Book & Bank Book of the company.
7. Show the Day Book.
8. Show the cash flow statement.
9. Show the fund flow statement.
10. Analyze the performance of an organization by using Ratio.
11. Show the purchase register.
12. Show the sales register.
13. Show the stock book.
14. Show the outstanding receivables.
15. Show the outstanding payables.

m. r. m.
HEAD OF THE DEPARTMENT
DEPARTMENT OF BUSINESS ADMINISTRATION (CA)
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
ERODE - 638 107.



Dr. N. RAMAN
Dr. N. RAMAN
PRINCIPAL,
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107.

Sem.	Course Code	FINANCIAL ACCOUNTING	Total Marks: 100		Hours Per Week	Credits
			CIA: 25	ESE:75	6	4
III	17UACAT304					

OBJECTIVE:

- On successful completion of this course, the students should have understood the basic accounting concepts, double entry book keeping system and various books of accounts and preparation of final accounts.

COURSE OUTCOMES:

At end of the course, students will be able to

- CO1 Recognize and understand the basic concept of accounting.
- CO2 Able to prepare the subsidiary books.
- CO3 Enable to prepare the final accounts.
- CO4 Identify the value of depreciation in various assets.
- CO5 Understand the methods of single entry system.

UNIT- I

Basic accounting concepts - Kinds of accounts - Double entry book keeping - Rules of double entry system. Preparation of journal and ledger accounts - Preparation of trail balance - Problems.

UNIT - II

Subsidiary books: Purchase book, Sales book, Purchase return book, Sales return book - Cash book - Kinds of cash book - Single column - Double column - Three column cash book and petty cash book - Bank reconciliation statement - Rectification of errors.

UNIT - III

Manufacturing - Trading and profit and loss account - Balance sheet - Problems with simple adjustments.

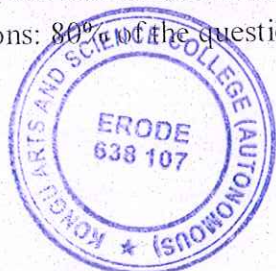
UNIT - IV

Accounting for depreciation - Meaning and definition - Causes - Methods - Accounting treatment for straight line method, written down value method and annuity method.

UNIT - V

Preparation of accounts from incomplete records - Meaning - Definition - Methods - Net worth method and conversion method.

Questions: 80% of the questions shall be problems and 20% of the questions shall be theory based.



Dr. N. RAMAN
PRINCIPAL,
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107.

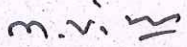
TEXT BOOK:

1. T.S.Reddy & A.Murthy, Financial Accounting, 6th Edition, 2012, Margham Publications, Chennai.


BOOKS FOR REFERENCE:

1. Gupta and Radhaswamy, Advanced Accountancy, 6th Edition, 2013, Sultan Chand & Sons, New Delhi.
2. S.N. Maheswari, Financial Accounting, 15th Edition, 2014, Sultan Chand & Sons, New Delhi.
3. S P Jain and Narang K.L, Financial Accounting, 16th Edition, 2013, Kalyani Publishers, Bengaluru.

QUESTION PAPER PATTERN		
SECTION - A	SECTION - B	SECTION - C
10 x 1 = 10 Marks (Multiple Choice, Four options) Two questions from each unit	5 x 7 = 35 Marks (Either or choice) Two questions from each unit	3 x 10 = 30 Marks (Answer any three Questions) One Question from each unit


HEAD OF THE DEPARTMENT
 DEPARTMENT OF BUSINESS ADMINISTRATION (CA)
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 ERODE - 638 107.




Dr. N. RAMAN
 PRINCIPAL,
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 NANJANAPURAM, ERODE - 638 107.

Sem.	Course Code	SOFT SKILL FOR BUSINESS VIVA -VOCE	Total Marks: 75		Hours Per Week	Credits
			CIA:20	ESE:55		
III	17UACSV305				4	3

OBJECTIVE:

- To give the learners extensive practices to develop the LSRW (Listening and Speaking; Reading and Writing) skills. To develop soft skills among the learners enabling them to communicate as effectively and efficiently as possible while dealing with others viz. peers, subordinates, superiors, clients, customers in the organization.

COURSE OUTCOMES:

At end of the course, students will be able to

- CO1 Improve the speaking and writing skills by reinforcing their listening and reading skills and habituating them.
- CO2 Assist in developing their personality.
- CO3 Help the students in developing their communication skills through effective use of English.
- CO4 Equip their knowledge areas such as business correspondence, presentation, group discussion, and interviews
- CO5 Focus on to a chosen career path.

UNIT -I

Presentation skills - Effective presentation of an idea or concept - Use of MS power point or flash is assisting the presentation need to be encouraged negotiation skills - Dealing and preparing for negotiation - Clinching and compromising - Observe and record - listening skills.

UNIT- II

Leaderless group behaviour - Arguments Vs. discussions - Guiding and controlling - Small group practices as well as observation - Interpersonal skills.

UNIT- III

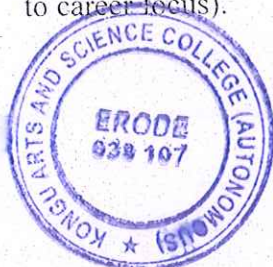
Team working skills (forming, norming, performing) - Problems and prospects - Encourage team formation inter and intra - Class teams - List the experiences Assertiveness building - How to say 'no' and 'yes' - Knowing limits - Identify and list the occasions where you could not be assertive - Facing interviews - How to prepare - How to presents - FAQs Conduct a vox pop - Make a brief report.

UNIT- IV

Practical role plays group discussions present - To the group non verbal cues in communication - Body Language - Gesture - Postures - Facial Expressions career options - Skills and physique vis-à-vis career options.

UNIT- V

Career planning - SWOT analysis (self) - Career focus - Awareness of different career and its sources of information, choosing a career. (SDRN to have in-depth SWOT analysis, clippings from opportunities / appointments columns of newspapers, resume for different situations, evidences related to career focus).



Dr. N. RAMAN
PRINCIPAL,
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107.

m.v.v.
HEAD OF THE DEPARTMENT
DEPARTMENT OF BUSINESS ADMINISTRATION (CA)
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
ERODE - 638 107.

Sem.	Course Code	NON MAJOR ELECTIVE – I	Total Marks: 75	Hours Per Week	Credits
III	17UAFNT307	COMPANY LAW	ESE: 75	2	2

OBJECTIVE:

To enable the students to understand the about the companies relating to kinds, incorporation and provisions regarding of meetings.

Course outcome:

On Completion of this course students will be able to

Co1 Knowledge on the concepts and characteristics of a company and the Company Secretary's role.

CO2 Understand the classifications of companies.

CO3 Apprehend the provisions regarding incorporation of public limited company.

CO4 Exercise cognition on Memorandum and Articles of Association.

CO5 Know the kinds and provisions relating to meeting.

UNIT – I

The Companies Act 2013 – introduction. Company – definition – characteristics – Types of Secretary – Company Secretary – functions – duties – liabilities of Secretary.

UNIT – II

Classification of companies- on the basis of incorporation, liability, control and number of members. Differences between public company and private company.


UNIT – III

Promoter – incorporation - certificate of incorporation (CIN – Corporate Identity Number) – commencement of business. Memorandum of Association – contents.

UNIT – IV

Articles of Association – contents. Company meetings – kinds – provisions relating to statutory meeting.




Dr. N. RAMAN
 PRINCIPAL,
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 NANJANAPURAM, ERODE - 638 107

UNIT – V

Provisions relating to Board meetings, Annual General Meetings and Extraordinary General Meetings.

TEXT BOOK:

- 1) N.D.Kapoor, "Elements of Company Law", Sultan Chand & Sons, New Delhi, 30th Edition.
- 2) J.Santhi, "Company Law and Secretarial Practice", Margham Publications, Chennai, 2016 Edition.

BOOKS FOR REFERENCE:

- 1) Avtar Singh, "Company Law", Eastern Book Company, Lucknow.
- 2) A.K.Mujumdar, Dr G.K.Kapoor, "Company Law and Practice", Taxmann, New Delhi

QUESTION PAPER PATTERN


SECTION - A


5 x 15 = 75 Marks

Five Questions (Either or choice)

Two questions from each unit




Dr. N. RAMAN
PRINCIPAL,
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107.


HEAD OF THE DEPARTMENT
DEPARTMENT OF CORPORATE SECRETARYSHIP (CA)
& PROFESSIONAL ACCOUNTING
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
ERODE - 638 107.

Sem.	Course Code	HUMAN RESOURCE MANAGEMENT	Total Marks: 100		Hours Per Week	Credits
			CIA: 25	ESE:75	5	4
IV	17UACCT401					

OBJECTIVE:

- To introduce the students the basic concepts of HRM and to impart knowledge in Human Resource Planning and Development.

COURSE OUTCOMES:

At end of the course, students will be able to

- CO1 An understanding of the HRM function and its relation to other organizational functions.
- CO2 Showing how important functions such as human resource planning, job analysis, recruitment, selection, training, managerial development and performance appraisal can be utilized in attaining organizational goals.
- CO3 Acquire knowledge about to develop a competitive advantage by using its human resources.
- CO4 Enable the students to gain knowledge upon various techniques in HRM that contribute to the overall effectiveness of an Organization.
- CO5 Develop the students knowledge in latest trends in human resources management in an organization.

UNIT - I

Introduction- Meaning and definition, nature, scope objectives and importance of HRM - Functions of HRM - Qualities of a good HR manager - Changing roles of HR managers - Challenges of a HR manager.

UNIT - II

Human resource planning - Concept of HR planning - Characteristics - Steps in HR planning, Job analysis - Purpose - Process - Methods - Problems, Job description - Contents - Uses, Job specification - Contents - Uses.

UNIT - III

Recruitment - Meaning - Principles - Purpose - Sources - Factors affecting recruitment - Process, Selection - Importance - Factors affecting selection - Procedure - Tests, interview - Types of interview - Process of conducting interview.

UNIT - IV

Training: Meaning - Objectives - Importance - Process - Methods of training, management development - Objectives - Importance - Methods of management development.

UNIT - V

Performance appraisal - Meaning - Need - Objectives - Steps in appraisals - Traditional and non - Traditional methods of performance appraisals, promotions - Types - Purposes - Problems, transfer - Earning - Reasons - Types. Demotions - Reasons - Principles.



Dr. N. RAMAN
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107.

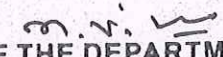
TEXT BOOK:

1. Subba Rao P, Personnel and Human Resource Management, 7th Edition, 2007, Himalaya Publishing House, Mumbai.


BOOKS FOR REFERENCE:

1. Gupta C.B, Human Resource Management, 7th Edition, 2005, Sultan Chand and Sons, New Delhi.
2. Tripathi P.C, Personnel Management and Industrial Relations, 20th Edition, 2009, Sultan Chand & Sons, New Delhi.
3. Aswathappa K, Human Resource Management, 7th Edition, 2013, Tata McGraw Hill Education Pvt. Ltd, New Delhi.

QUESTION PAPER PATTERN		
SECTION - A	SECTION - B	SECTION - C
10 x 1 = 10 Marks (Multiple Choice, Four options) Two questions from each unit	5 x 7 = 35 Marks (Either or choice) Two questions from each unit	3 x 10 = 30 Marks (Answer any three Questions) One Question from each unit


HEAD OF THE DEPARTMENT
 DEPARTMENT OF BUSINESS ADMINISTRATION (CA)
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 ERODE - 638 107.




Dr. N. RAMAN
 PRINCIPAL.
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 NANJANAPURAM, ERODE - 638 107.

Sem.	Course Code	RDBMS AND ORACLE PROGRAMMING THEORY	Total Marks: 100		Hours per Week	Credits
			CIA: 25	ESE:75	5	4
IV	17UACCT403					

OBJECTIVE:

- On successful completion of the course the students should have to understood the basic principles of the database management systems, database models, normalization, and SQL statements.

COURSE OUTCOMES:

At end of the course, students will be able to

- CO1 Enable the students to understand the basic concept and application of data base management system.
- CO2 Basics of SQL and construct queries using SQL.
- CO3 Design and implement a database schema for a given problem - domain.
- CO4 Be familiar with the relational database theory and be able to write relational algebra expressions for queries.
- CO5 Master the basics of query evaluation techniques and query optimization.

UNIT - I

Database concepts: An introduction - Relationship - Database management - RDBMS model - Integrity rules. Database design: Data modeling - Dependency - Database design - Normalization (1NF, 2NF, 3NF).

UNIT - II

Introduction to Oracle - SQL - Data definition language: naming rules and conventions - Data types - Constrains. Table - Creating, displaying table information, altering, dropping, renaming and truncating the tables.

UNIT - III

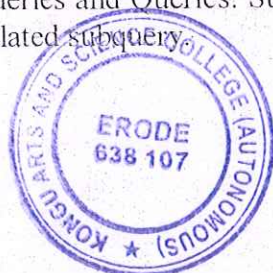
Data Management and retrieval - Data manipulation language - Adding a new record - Customized prompts - Updating - Deletion - Retrieving row. Operators: Relational, arithmetic, logical and other comparison operators.

UNIT - IV

Sorting - Functions and Grouping - Built in functions - Grouping of data - Joins and Set operations - Join - Set operators.

UNIT - V

Subqueries and Queries: Subquery - Single row - Multiple rows, top - N analysis - Merge statement - Correlated subquery



Dr. N. RAMAN
Dr. N. RAMAN
 PRINCIPAL,
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 NANJANAPURAM, ERODE - 638 107.

TEXT BOOK:

1. Nilesh Shah, Database Systems using Oracle A simplified guide to SQL and PL/SQL, 2nd Edition, 2011, PHI Learning Private limited, New Delhi.

BOOKS FOR REFERENCE:

1. Ivan Bayross, SQL, PL/SQL - The Programming Language of Oracle, 4th Revised Edition, 2009, BPB Publications, New Delhi.
2. Chatterjee Rajeeb C, Learning Oracle SQL and PL/SQL: A Simplified Guide, PHI Learning Private limited, New Delhi.
3. Avi Silberschatz, Database System Concepts, 6th Edition, 2013, Tata Mc Graw Hill, New Delhi.

QUESTION PAPER PATTERN		
SECTION - A	SECTION - B	SECTION - C
10 x 1 = 10 Marks (Multiple Choice, Four options) Two questions from each unit	5 x 7 = 35 Marks (Either or choice) Two questions from each unit	3 x 10 = 30 Marks (Answer any three Questions) One Question from each unit

m. n. ram
HEAD OF THE DEPARTMENT
 DEPARTMENT OF BUSINESS ADMINISTRATION (CA)
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 ERODE - 638 107.



d
Dr. N. RAMAN
 PRINCIPAL,
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 NANJANAPURAM, ERODE - 638 107.

Sem.	Course Code	PROMOTION MANAGEMENT	Total Marks: 100		Hours Per Week	Credits
			CIA: 25	ESE:75	5	4
IV	17UACAT404					

OBJECTIVE:

- On successful completion of this course, the students should have understood about all the promotional tools, Ad agencies, Promotional strategies etc.

COURSE OUTCOMES:

At end of the course, students will be able to

- CO1 Able to understand the promotion mix and personal selling.
 CO2 Acquire knowledge about advertisement.
 CO3 know the media planning in advertisement.
 CO4 Learn the creativity in advertising.
 CO5 Gain knowledge about sales promotion.

UNIT - I

Promotion Mix: Tools, Steps in communication process, Factors in deciding promotion mix, AIDA model of persuasive communication, Promotional strategies, Personal selling - Principles of personal selling - Salesmanship, steps in selling process, Customer relationship management.

UNIT - II

Adverting management: Meaning, Objectives, Importance, Classification of advertisement, Economic and social effects of advertising, Advertising agency management, Campaign planning, Advertising budget.

UNIT - III

Advertising media management: Types - Print, Radio, TV, Cinema outdoor and other forms - Advantages, Limitations, Availability, Media rates, Media planning and scheduling.

UNIT - IV

Advertising creativity: Advertising copywriting for print and broadcast media - Principles, Styles, Evaluation of advertising.

UNIT - V

Sales promotion and public relations: Objectives, Tools, Advantages and disadvantages of sales promotion, Evaluation of sales promotion - Social media/Digital Marketing - Public relations - Objectives, Tools, Media and Message, Evaluation of Public Relations.



A
Dr. N. RAMAN
 PRINCIPAL,
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 NANJANAPURAM, ERODE - 638 107.

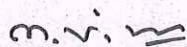
TEXT BOOK

1. S.A. Chunawalla, Advertising, Sales and Promotion Management, 1st Edition, 2001, Himalaya Publishing House, Delhi.


BOOKS FOR REFERENCE:

1. John.J.Burnett, Promotion management, 2nd Revised Edition, 1988, West Publishing Co, United states.
2. George E. Belch and Michael A.Belch, Advertising and Promotion, 6th Edition, 2003, Tata McGraw, Hill Publishing Company Limited, New Delhi.
3. C.N. Sontakki, Advertising and Sales Management, 1st Edition, 2006, Kalyani publishers, Chennai.

QUESTION PAPER PATTERN		
SECTION - A	SECTION - B	SECTION - C
10 x 1 = 10 Marks (Multiple Choice, Four options) Two questions from each unit	5 x 7 = 35 Marks (Either or choice) Two questions from each unit	3 x 10 = 30 Marks (Answer any three Questions) One Question from each unit


HEAD OF THE DEPARTMENT
 DEPARTMENT OF BUSINESS ADMINISTRATION (CA)
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 ERODE - 638 107.




Dr. N. RAMAN
 PRINCIPAL,
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 NANJANAPURAM, ERODE - 638 107.

Sem.	Course Code	RDBMS AND ORACLE PROGRAMMING PRACTICAL	Total Marks: 100		Hours per Week	Credits
			CIA: 40	ESE:60		
IV	17UACCP405				3	4

OBJECTIVE:

- On successful completion of the course the students should have basic principles to create database, tables, insert, alter tables and gained knowledge to write SQL queries.

COURSE OUTCOMES:

At end of the course, students will be able to

- CO1 Describe basic concepts of database system.
 CO2 Design a data model and schemes in RDBMS.
 CO3 Update and alter the database with necessary primary key and constrains.
 CO4 Gain knowledge to alter the database to create relationship among tables.
 CO5 Analyse the table based on inventory table using sub query.

LIST OF PROGRAMS

1. Create a college database with fields such as regno, name, department, course, marks of different subjects.
2. Insert record for college database.
3. Alter the database with necessary primary key and constrains.
4. Alter the database to create relationship among tables.
5. Display the student list based on their marks.
6. Find subject wise minimum, maximum, marks of the student.
7. Display the student records based on passed and failed student.
8. Display the student records whose average is greater than course average.
9. Use merges statement to update or insert course and student record.
10. Find the maximum mark using correlated subquery.
11. Create an inventory database with customer, sales, purchase, supplier, and invoice.
12. Update record for inventory database.
13. Alter field size in the inventory database.
14. Create a table based on inventory table using subquery.
15. Prepare an invoice bill for the give list of customer.



Dr. N. RAMAN
 PRINCIPAL,
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 NANJANAPURAM, ERODE - 638 107.

m.vim
 HEAD OF THE DEPARTMENT
 DEPARTMENT OF BUSINESS ADMINISTRATION (CA)
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 ERODE - 638 107.

Sem.	Course Code	INTERVIEW SKILLS VIVA-VOCE	Total Marks: 75		Hours Per Week	Credits
			CIA: 20	ESE:55		
IV	17UACSV406				4	3

OBJECTIVE:

- To understand the basic concepts of interview skills and processes.

COURSE OUTCOMES:

At end of the course, students will be able to

- CO1 Enable the students for career planning and different sources of information.
- CO2 Organize and write an effective application letter and resume.
- CO3 Understand the concepts, logic and methods of interviewing skills.
- CO4 Develop the non verbal communication and group discussion.
- CO5 Learn to behave and dress appropriately during interviews.

UNIT-I

Career Options - Skills and physique vis-a-vis career options - Career planning - SWOT analysis - Career focus - Awareness of different career and its sources of information, choosing a career.

UNIT-II

Preparation of application letter - Resume - Paste your photo - Facing interviews - How to prepare - How to presents - Sample questions (FAQ) commonly asked during interview.

UNIT-III

Communication skills - Non-verbal cues in communication - Body language - Gesture - Postures - Facial expressions.

UNIT-IV

Group discussions - Leaderless group behavior - Arguments vs discussions - Guiding and controlling - Small group practices as well as observation.

UNIT-V

Interview dress - Interview check list - Ways to create good impression - Grooming skills - Closing the interview.



Dr. **Dr. N. RAMAN**
PRINCIPAL,
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107

m.m.w.
HEAD OF THE DEPARTMENT
DEPARTMENT OF BUSINESS ADMINISTRATION (CA)
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
ERODE - 638 107.

Sem.	Course Code	Non Major Elective RETAIL MANAGEMENT	Total Marks : 75		Hours Per Week	Credits
			CIA : --	ESE:75		
IV	17UACNT407				2	2

OBJECTIVE:

- To enable the students to understand the basics of retailing, trends in retailing and global retail market.

COURSE OUTCOMES:

At end of the course, students will be able to

- CO1 Help the students to establishing retail shop.
 CO2 Acquire the knowledge about the retail strategy.
 CO3 Learn the retail location and store design for establishing retail shop.
 CO4 Understand the retail pricing and policies.
 CO5 Equip the students knowing the necessity of Challenges in Indian and global retailers.

UNIT - I

Retailing - Meaning - Functions - Benefits - Retail format - Concept of life cycle - Retailing as a career - Trends in retailing.

UNIT - II

Retail strategy - Objectives - Steps - Consumer decision making process - Factors influencing retail shopper.

UNIT - III

Retail location - Steps - Types - Store design - Importance - Types of layout - Visual merchandising - Method of display.

UNIT - IV

Retail pricing - Concept - Elements of retail price - Retail pricing policies - Adjustment of retail price.

UNIT - V

Retail in India - Evolution - Challenges - Threat of new entrants - Challenges facing global retailers.

TEXT BOOK:

1. Swapna Pradhan, Retailing Management Text and cases, 4th Edition, 2012, Tata McGraw Hill, New Delhi.

BOOKS FOR REFERENCE:

1. Barry Berman and Joel.R.Evans, Retail Management, 12th Edition, 2012, Prentice Hall of India, New Delhi.
 2. Michael Levy, Barton Weitz and Dhruv Grewal, Retailing Management, 9th Edition 2013, Tata McGraw Hill Education Private Limited, New Delhi.
 3. Gibson G Vedamani, Retail Management, 4th Edition, 2013, Jaico Publishing House, Mumbai.

QUESTION PAPER PATTERN**SECTION - A**

(5 X 15 = 75 Marks)

(Answer any Five out of Ten Questions)



Dr. N. RAMAN
 PRINCIPAL
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 NANJANAPURAM, ERODE - 638 107.

HEAD OF THE DEPARTMENT
 DEPARTMENT OF BUSINESS ADMINISTRATION (CA)
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 ERODE - 638 107.

Sem.	Course Code	RESEARCH METHODS FOR MANAGEMENT	Total Marks: 100		Hours Per Week	Credits
V	17UACCT501			CIA: 25	ESE:75	6

OBJECTIVE:

- To impart knowledge of the concepts and tools of research methodology and to help the learners to grasp the significance of writing a report for the research work.

COURSE OUTCOMES:

At the end of the course, students will be able to

- CO1 Knowledge of concept and fundamentals for different types of research.
- CO2 Understanding relevant scaling, measurement and sampling techniques.
- CO3 Evaluating statistical analysis which includes various parametric test, non-parametric test, ANOVA technique and prepare report. Formulate a research design for a given problem through hypothesis building.
- CO4 Understand the importance and procedure to be followed in research report writing and presentation.
- CO5 Understanding the various types of application of research.

UNIT - I

Research - Definition - Objectives - Significance - Types of research - Research process - Research problem - Technique involved in defining a problem - Research design - Need for research design - Types of research design.

UNIT - II

Sampling design - Steps in sampling design - Types of sample design - Measurement and scaling technique - Methods of data collection - Processing of collected data.

UNIT - III

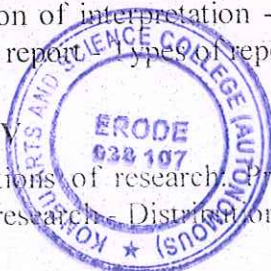
Hypothesis - Concept - Procedure for hypothesis testing - Flow diagram for hypothesis testing - Parametric tests - Z test, T test, F test - Non parametric test - Chi-Square test (simple problems only).

UNIT - IV

Interpretation and report writing - Meaning of interpretation - Technique of interpretation - Precaution of interpretation - Significance of report writing - Steps in writing reports - Layout of research report - Types of reports - Precautions of writing research reports.

UNIT - V

Applications of research - Product research - Advertising research - Motivation research - Sales control research - Distribution research - Price research.




Dr. N. RAMAN
 PRINCIPAL,
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 NANJANAPURAM, ERODE - 638 107.

Sem.	Course Code	INTERNATIONAL BUSINESS	Total Marks: 100		Hours Per Week	Credits
V	17UACCT502		CIA:25	ESE:75	6	4

OBJECTIVE:

- To enable the students to acquire knowledge of international business and understand international investment, international environment, international promotion and globalisation of business.

COURSE OUTCOMES:

At end of the course, students will be able to

- CO1 Enable the students to understand the various modes of entering global markets.
- CO2 Impart the learners about the various environment and WTO agreements.
- CO3 Equip the students to know the financial support for international business.
- CO4 Learn the international promotion strategies and marketing communication.
- CO5 Acquire knowledge of the obstacles and impacts of globalisation.

UNIT-I

International Business - Introduction - Types - Stages - International orientations - International business decisions - Drivers and retainers of globalization - Social responsibilities of business - Responsibilities to different sections.

UNIT-II

International Business Environment - Economic - Social/ cultural - Demographic - Political - Regulation - Technological environment - International trading- Strategies - Trade Blocks - GATT - WTO - Functions - Principles - Benefits - Criticisms of WTO.

UNIT-III

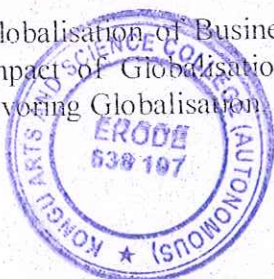
International Investment - Types - Significance - Factors affecting international investment - FDI - Growth - Determinants of FDI - Foreign investment in India - International trade financing - Institutional support for export - EXIM Bank, Export Credit Guarantee Corporation, Export Promotion Council, Indian Institute of Foreign Trade, India Trade Promotion Organisation.

UNIT-IV

International Promotion - Strategies - Major decision in international marketing communication - Role - Trade fairs and Exhibitions - Personal selling in international marketing - Process - Problems in international marketing communication.

UNIT-V

Globalisation of Business - Essentials - Strategic Advantages - Obstacles - Implications and impact of Globalisation - Comparison between the old and new Globalisation - Factors favoring Globalisation.



Dr. N. RAMAN
PRINCIPAL,
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107.

TEXT BOOK:

1. Francis Cherunilam, International Business, 15th Edition, 2016, Prentice, Hall of India Private Limited, New Delhi.

BOOKS FOR REFERENCE:

1. K.Aswathappa, International Business, 6th Edition, 2015, Mc-Graw Hill Education (India) Private Limited, New Delhi.
2. Justin Paul - International Business, 3rd Edition, 2007, Prentice Hall of India Private Limited, New Delhi.
3. Charles W.L.Hill- International Business, 11th Edition, 2016, Mc-Graw Hill Education (India) Private Limited, New Delhi.

QUESTION PAPER PATTERN		
SECTION - A	SECTION - B	SECTION - C
10 x 1 = 10 Marks (Multiple Choice, Four options) Two questions from each unit	5 x 7 = 35 Marks (Either or choice) Two questions from each unit	3 x 10 = 30 Marks (Answer any three Questions) One Question from each unit

m.v.m
HEAD OF THE DEPARTMENT
 DEPARTMENT OF BUSINESS ADMINISTRATION (CA)
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 ERODE - 638 107.



↓
Dr. N. RAMAN
 PRINCIPAL,
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 NANJANAPURAM, ERODE - 638 107.

Sem.	Course Code	VISUAL BASIC THEORY	Total Marks: 100		Hours per Week	Credits
V	17UACCT503		CIA: 25	ESE:75	6	5

OBJECTIVE:

- On successful completion of this course, the students should have understood visual basic environment with tool bars, controls and components. Programming steps for declaring variables and arrays fundamentals of graphics.

COURSE OUTCOMES:

At end of the course, students will be able to

- CO1 Understand the fundamentals of visual basic.
- CO2 Impart the learners of visual basic control tools.
- CO3 Apply loop structures to perform repetitive tasks.
- CO4 Develop how to execute the debugging and error handling.
- CO5 Acquire knowledge in Arrays.

UNIT - I

Introducing visual basic: Meaning - Events and event procedures - Object - Related concepts - Visual basic program components - The visual basic environment - Visual basic fundamentals.

UNIT - II

Visual basic control fundamentals: Visual basic control tools - Control tool categories - Working with controls - Naming forms and controls - Assigning property values to forms and controls - Executing commands - Displaying output data - Entering input data - Selecting multiple features - Selecting exclusive alternatives - Selecting from a list - Assigning properties collectively - Generating error messages - Creating timed events - Scroll bars.

UNIT - III

Branching and Looping - Menus and dialog boxes: Building drop - Down menus - Accessing a menu from the keyboard - Menu enhancements - Submenus - Pop-Up menus - Dialog boxes - More about the message box function - The input box function.

UNIT - IV

Executing and debugging a new project: Syntactic errors - Logical errors - Setting breakpoints - Defining watch values - Stepping through a program - User - Induced errors - Error handlers - Procedures: Modules and procedure - Sub procedures (Subroutines) - Event procedures - Function procedures - Scope - Optional arguments.

UNIT - V

Arrays: Array characteristics - Array declarations - Processing array elements - Creating arrays to procedures - Dynamic arrays - Related functions - Looping with for each-next.



Dr. N. RAMAN
PRINCIPAL,
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107.

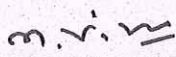
TEXT BOOK:

1. Schaum's, Outline of Theory and Problems of Programming with Visual Basic. 1st Edition, 2002, Tata McGraw Hill Inc, New Delhi.


BOOKS FOR REFERENCE:

1. Gary Cornell, Visual Basic 6 from the Ground Up, 1st Edition, 2006, Tata McGraw Hill Publishing, New Delhi.
2. Eric A Smith, Valor Whisler and Hank Marquis, Visual Basic 6 Programming Bible, 1st Edition, 2004, Wiley India, New Delhi.
3. Noel Jerke, Visual Basic 6 The Complete Reference, 1st Edition, 2008 Tata McGraw Hill Publishing, New Delhi.

QUESTION PAPER PATTERN		
SECTION - A	SECTION - B	SECTION - C
10 x 1 = 10 Marks (Multiple Choice, Four options) Two questions from each unit	5 x 7 = 35 Marks (Either or choice) Two questions from each unit	3 x 10 = 30 Marks (Answer any three Questions) One Question from each unit


HEAD OF THE DEPARTMENT
 DEPARTMENT OF BUSINESS ADMINISTRATION (CA)
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 ERODE - 638 107.




Dr. N. RAMAN
 PRINCIPAL,
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 NANJANAPURAM, ERODE - 638 107.

Sem.	Course Code	VISUAL BASIC PRACTICAL	Total Marks: 100		Hours per Week	Credits
			CIA: 40	ESE:60		
V	17UACCP504				3	3

OBJECTIVE:

- On successful completion of this course, the students should have understood the visual programming skills needed for modern software development.

COURSE OUTCOMES:

At end of the course, students will be able to

- CO1 Learn visual programming basics and its components.
- CO2 Understand how to design, implement, test, debug and document programs.
- CO3 Familiar with control tools.
- CO4 Demonstrate and understand the use of menu editors.
- CO5 Identify, design and develop user interfaces using array.

LIST OF PROGRAMS

1. Develop a VB project to check user name and password given by user using if statement.
2. Develop a VB project to add and remove items from the list box.
3. Develop a VB project to copy all items in a list box to combo box.
4. Develop a VB project to scroll text from left to right using timer.
5. Develop a VB project to display system date and time on screen with different formats.
6. Develop a VB project to find day of a week of a given date.
7. Develop a VB project to print result of the students with total marks and percentage.
8. Develop a VB project to view all image file in a directory.
9. Write a VB program to calculate the salary of the employee.
10. Develop a VB project for mini calculator function using select case statement.
11. Draw different shapes in a form when user selects a shape from menu.
12. Write a VB program to simulate a notepad application.
13. Write a VB program to sort the elements in an array.
14. Write a VB program to print the mouse click position in the form.
15. Write a VB program to create puzzle applications.



Dr. N. RAMAN
PRINCIPAL,
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107

HEAD OF THE DEPARTMENT
DEPARTMENT OF BUSINESS ADMINISTRATION (CA)
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
ERODE - 638 107.

NOTE: Distribution of Marks – Theory 80%, Problems 20%

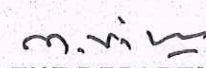
TEXT BOOK:

1. C.R. Kothari, Research Methodology (Methods and Techniques), 2nd Revised Edition, 2004, New Age International (P) Limited, New Delhi.


BOOKS FOR REFERENCE:

1. Dr. D.D.Sharma, Marketing Research (Principles, Applications & Cases), 1st Edition, 2000, Sultan Chand & Sons, New Delhi.
2. S.L. Gupta, Marketing Research, 1st Edition, 2003, Excel Books, New Delhi.
3. Debashis Pati, Marketing Research, 1st Edition, 2002, Universities Press (India) Private Limited, Hyderabad.

QUESTION PAPER PATTERN		
SECTION – A	SECTION - B	SECTION – C
10 x 1 = 10 Marks (Multiple Choice, Four options) Two questions from each unit	5 x 7 = 35 Marks (Either or choice) Two questions from each unit	3 x 10 = 30 Marks (Answer any three Questions) One Question from each unit


HEAD OF THE DEPARTMENT
 DEPARTMENT OF BUSINESS ADMINISTRATION (CA)
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 ERODE - 638 107.




Dr. N. RAMAN
 PRINCIPAL,
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 NANJANAPURAM, ERODE - 638 107

Sem.	Course Code	CONSUMER BEHAVIOUR	Total Marks: 100		Hours Per Week	Credits
			CIA:25	ESE:75	5	4
V	17UACET505					

OBJECTIVE:

- On successful completion of the course the students should have understood consumer motivation, perception, attitude and decision making.

COURSE OUTCOMES:

At end of the course, students will be able to

- CO1 Able to identify the dynamics of human behaviour and the basic factors that influence the consumers decision process.
- CO2 Understand the consumer research process and consumer motivation.
- CO3 Acquire the knowledge in behavioral theories.
- CO4 Identify the consumers on the basis of socio-economic nature.
- CO5 Develop the knowledge related to consumer decision-making.

UNIT I

Introduction - Consumer behaviour - Definition - Scope of consumer behaviour - Discipline of consumer behaviour - Customer value satisfaction - Retention - Marketing ethics.

UNIT II

Consumer research - Paradigms - The process of consumer research - Consumer motivation - Dynamics - Types - Buying motives - Consumer perception.

UNIT III

Consumer learning - Behavioral learning theories - Measures of consumer learning - Consumer attitude - Formation - Strategies for attitude change.

UNIT IV

Social class consumer behaviour - Lifestyle profiles of consumer classes - Cross cultural customer behaviour strategies.

UNIT-V

Consumer decision-making - Opinion leadership - Dynamics - Types of consumer decision-making - A model of consumer decision-making.



Dr.
Dr. N. RAMAN
PRINCIPAL,
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107.


TEXT BOOK:

1. Leon G Schiff man and Leslie Lazar Kanuk, Consumer Behaviour, 11th Edition, 2015, Pearson Education, Chennai.


BOOKS FOR REFERENCE:

1. Paul Green Berg, Customer Relationship Management, 1st Edition, 2002, Tata Mc Graw Hill, New Delhi.
2. Barry Berman and Joel R Evans - Retail Management - A Strategic Approach, 10th Edition, 2006, Prentice Hall of India, New Delhi.
3. Gibson G Vedamani, Retail Management - Functional Principles and Practice, 2nd Edition, 2004 Jaico Publishing House, Mumbai.

QUESTION PAPER PATTERN		
SECTION - A	SECTION - B	SECTION - C
10 x 1 = 10 Marks (Multiple Choice, Four options) Two questions from each unit	5 x 7 = 35 Marks (Either or choice) Two questions from each unit	3 x 10 = 30 Marks (Answer any three Questions) One Question from each unit


HEAD OF THE DEPARTMENT
 DEPARTMENT OF BUSINESS ADMINISTRATION (CA)
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 ERODE - 638 107.




Dr. N. RAMAN
 PRINCIPAL,
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 NANJANAPURAM, ERODE - 638 107.

Sem.	Course Code	MANAGERIAL DEVELOPMENT SKILLS	Total Marks: 75		Hours Per Week	Credits
V	17UACSV508			CIA: 20	ESE:55	4

OBJECTIVE:

- To assist the students to learn the managerial skills and improve their problem solving ability and analytical skills.

COURSE OUTCOMES:

At end of the course, students will be able to

- CO1 Acquire the effective management skills.
- CO2 Gain knowledge related to problem solving and creativity.
- CO3 Understand the way of building relationship with co-workers.
- CO4 Able to develop and lead the team.
- CO5 Understand the concept of empowerment.

UNIT - I Managerial Skills

Introduction to skills and personal skills - Importance of competent managers - Skills of effective managers - Developing self awareness on the issues of emotional intelligence - Self learning styles, values - Attitude towards change - Learning of skills and applications of skills.

UNIT - II Problem Solving

Problem solving and building relationship: Problem solving - creativity - Innovation - Steps of analytical problem solving - Limitations of analytical problem solving - Impediments of creativity, multiple approaches to creativity, conceptual blocks, conceptual block bursting.

UNIT - III Relationship Building

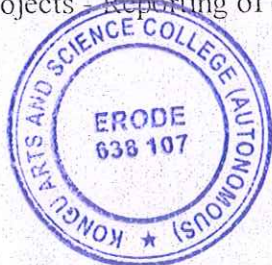
Building Relationship Skills for developing positive interpersonal communication - Importance of supportive communication - Coaching and counselling - Defensiveness and disconfirmation, Principles of supportive communications - Personal interview management.

UNIT - IV Team Building

Team building: Developing teams and team work - Advantages of team - Leading team - Team membership.

UNIT - V Empowerment and Delegation

Empowering and Delegating: Meaning of empowerment - Dimensions of empowerment, how to develop empowerment - Inhibitors of empowerment - Delegating works skills development and skill application. Communication - How to make oral presentations - Conducting meetings - Reporting of projects - Reporting of case analysis - Answering in Viva - voce - Assignment writing.



Dr. N. RAMAN
PRINCIPAL,
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107.

HEAD OF THE DEPARTMENT
DEPARTMENT OF BUSINESS ADMINISTRATION (CA)
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
ERODE - 638 107.

Sem.	Course Code	ENTREPRENEURSHIP AND PROJECT MANAGEMENT	Total Marks: 100		Hours Per Week	Credits
VI	17UACCT601			CIA: 25	ESE:75	6

OBJECTIVE:

- On successful completion of this course, the students should have understood EDP, Project management, institutional support to entrepreneurial development.

COURSE OUTCOMES:

At end of the course, students will be able to

- CO1 Gain the knowledge about entrepreneurship.
 CO2 Identify the institutional support to entrepreneurs.
 CO3 Learn the concept of project management.
 CO4 Understand the basics for selecting the project.
 CO5 Know the various sources of funds for entrepreneurs.

UNIT - I

Meaning of Entrepreneurship - Characteristics - Functions and types of entrepreneurship - Intrapreneur - Role of entrepreneurship in economic development.

UNIT - II

Factors affecting entrepreneur growth - Economic - non-economic. Women entrepreneur and rural entrepreneur - Entrepreneurship development programmes - Need - Objectives - Course contents - phases - Evaluation - Institutional support to entrepreneurs.

UNIT - III

Project Management: Meaning of project - Concepts - Categories - Project life cycle phases - Characteristics of a project - Project manager - Roles and responsibilities of project manager.

UNIT - IV

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

UNIT - V

Sources of finance for a project - Institutions providing financial support for entrepreneurs - Objectives - Types - Methods.



Dr. N. RAMAN
 PRINCIPAL,
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 NANJANAPURAM, ERODE - 638 107.

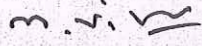
TEXT BOOK:

1. S.S.Khanka. Entrepreneurial Development, 1st Edition, 2006, Sultan Chand & Sons, New Delhi.


BOOKS FOR REFERENCE:

1. C.B.Gupta & N.P.Srinivasan, Entrepreneurial Development, 1st Edition, 2014, Sultan Chand and Sons, New Delhi.
2. S.Choudhury, Project Management, 1st Edition, 1988, Tata McGraw-Hill, New Delhi.
3. Denis Lock, Project Management, 9th Edition, 2007, Gower Publishing Limited, United Kingdom.

QUESTION PAPER PATTERN		
SECTION - A	SECTION - B	SECTION - C
<p>10 x 1 = 10 Marks (Multiple Choice, Four options) Two questions from each unit</p>	<p>5 x 7 = 35 Marks (Either or choice) Two questions from each unit</p>	<p>3 x 10 = 30 Marks (Answer any three Questions) One Question from each unit</p>


HEAD OF THE DEPARTMENT
DEPARTMENT OF BUSINESS ADMINISTRATION (CA)
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
ERODE - 638 107.




Dr. N. RAMAN
PRINCIPAL,
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107.

Sem.	Course Code	MULTIMEDIA	Total Marks: 100		Hours per Week	Credits
VI	17UACCT602			CIA: 25	ESE:75	6

OBJECTIVE:

- On successful completion of the course the students should have knowledge on basic principle of communication systems and multimedia applications.

COURSE OUTCOMES:

At end of the course, students will be able to

- CO1 Understand the basic concept of multimedia and text.
- CO2 Basics of concepts and uses of images.
- CO3 Describe the principles and technical details of audio.
- CO4 Be familiar with the video and able to use video file formats.
- CO5 Explores the different skill set associated with animation.

UNIT - I

Multimedia an Overview: Introduction - Multimedia presentation and production - Characteristics of a multimedia presentation - Hardware and software requirement - Uses of multimedia - Promotion of multimedia based content - Steps for creating a multimedia presentation - Text - Types of Text - File Formats.

UNIT - II

Image: Image types - Color models - Basic steps for image processing - Scanner - Specification of digital images - Image processing software - File formats. Graphics: Surface characteristics and texture - Lights.

UNIT - III

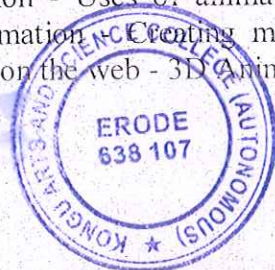
Audio: Introduction - Acoustics - Nature of sound wave - Fundamental characteristics of sound - Elements of audio systems - Audio file formats and CODECs - Audio and multimedia - Audio processing software.


UNIT - IV

Video: Analog video camera - Transmission of video signals - Video signal formats - PC video - Video file formats and CODECs - Video editing - Video editing software.

UNIT - V

Animation: Introduction - Uses of animation - Key frames and tweening - Types of animation - Computer assisted animation - Creating movement - Principles of animation - Some techniques of animation - Animation on the web - 3D Animation - Animation software - File formats.




Dr. N. RAMAN
 PRINCIPAL,
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 NANJANAPURAM, ERODE - 638 107.


TEXT BOOK:

1. Ranjan Parekh, Principles of Multimedia, 1st Edition, 2007, Tata McGraw Hill Publishing, New Delhi.


BOOKS FOR REFERENCE:

1. John F. Koegel Buford, Multimedia Systems, 3rd Edition, 2007 Pearson Education, New Delhi.
2. Judith Jeffcoate, Multimedia in Practice, 2nd Edition, 2007, Pearson Education, New Delhi.
3. Vikas Gupta, Comdex Multimedia and Web Design, 1st Edition, 2007, Dream Tech Press, New Delhi.

QUESTION PAPER PATTERN		
SECTION - A	SECTION - B	SECTION - C
10 x 1 = 10 Marks (Multiple Choice, Four options) Two questions from each unit	5 x 7 = 35 Marks (Either or choice) Two questions from each unit	3 x 10 = 30 Marks (Answer any three Questions) One Question from each unit


HEAD OF THE DEPARTMENT
 DEPARTMENT OF BUSINESS ADMINISTRATION
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 ERODE - 638 107.




Dr. N. RAMAN
 PRINCIPAL
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 NANJANAPURAM, ERODE - 638 107.

Sem.	Course Code	PHOTOSHOP PRACTICAL	Total Marks: 100		Hours per Week	Credits
			CIA: 40	ESE:60	4	4
VI	17UACCP603					

OBJECTIVE:

- On successful completion of the course the students should have knowledge in Programming steps, text, image, audio and video.

COURSE OUTCOMES:

At end of the course, students will be able to

- CO1 Understand the basic tools of Photoshop.
 CO2 Develop their skills in editing and altering the photographs.
 CO3 Productively utilize the Photoshop environment.
 CO4 Understanding the use of layering technique.
 CO5 Practice their skills in design and art work.

LIST OF PROGRAMS

1. Design a license plate for a car.
2. Create a black and white effects image.
3. Design wallpaper for your desktop.
4. Create a colorful greeting card.
5. Create roses bouquet with splash effect.
6. Design a glossy download icon.
7. Create a color custom pattern.
8. Design a colorful glowing text.
9. Design an infrared looking photography.
10. Design a double exposure effect for images.
11. Apply a nice saturated paint effect to photos.
12. Removing red eye from an image.
13. Add Fog and mist effect to an image.
14. Turn a photo into a pencil sketch drawing.
15. Design an invitation for your company.



Dr. N. RAMAN
 PRINCIPAL,
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 NANJANAPURAM, ERODE - 638 107.

m.v.i.v
 HEAD OF THE DEPARTMENT
 DEPARTMENT OF BUSINESS ADMINISTRATION (CA)
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 ERODE - 638 107.

Sem.	Course Code	SERVICES MARKETING	Total Marks: 100		Hours Per Week	Credits
VI	17UACET605			CIA: 25	ESE:75	5

OBJECTIVE:

- The course aims at making students to understand and appreciate the growing importance of services in every organization.

COURSE OUTCOMES:

At end of the course, students will be able to

- CO1 Able to understand the components of service.
- CO2 Identify the role of services in employees and customers.
- CO3 Understand the service quality scale and measurement models.
- CO4 Identify the kinds of services offered by the service organizations.
- CO5 Enable to prepare the marketing strategies in service organizations.

UNIT-I

Introduction - Meaning and importance of services - Classifications of services - Components of services - Economy - Distinctive characteristics of services - Players in service sector - Evolution and growth of service sector - Differences between goods and services.

UNIT-II

Service marketing system - Importance of services in marketing - Expanded marketing mix - Service marketing mix - Service product planning - Service pricing strategy - Services distributions - Employees and customers roles in services delivery.

UNIT-III

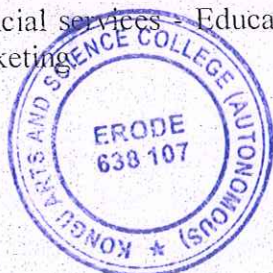
Service quality - Measuring service quality - Service quality scale - Service quality function development - Service quality management - Quality function deployment for services.


UNIT-IV

Services from sectoral perspective - Hospitality - Travel and tourism - Educational - Entertainment - Healthcare and medical - Telecom services.

UNIT-V

Marketing the financial services - Education as service - Marketing of educational services - Strategies for educational marketing




Dr. N. RAMAN
 PRINCIPAL,
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 NANJANAPURAM, ERODE - 638 107.

TEXT BOOK:

1. R.Srinivasan, Services Marketing, The Indian Context, 3rd Edition, 2012, PHI Learning, New Delhi.

BOOKS FOR REFERENCE:

1. Rajendra Nargundkar, Services Marketing, 3rd Edition, 2010, McGraw Hill India P Ltd, New Delhi.
2. Harsh V.Verma- Service Marketing: Text and Cases, 2nd Edition, 2011, Pearson India, New Delhi
3. Rama Mohana Rao K – Services Marketing, 2nd Edition, 2011, Pearson Education, New Delhi

QUESTION PAPER PATTERN		
SECTION - A	SECTION - B	SECTION - C
10 x 1 = 10 Marks (Multiple Choice, Four options) Two questions from each unit	5 x 7 = 35 Marks (Either or choice) Two questions from each unit	3 x 10 = 30 Marks (Answer any three Questions) One Question from each unit

m.v.m
HEAD OF THE DEPARTMENT
 DEPARTMENT OF BUSINESS ADMINISTRATION (CA)
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 ERODE - 638 107.



N
Dr. N. RAMAN
 PRINCIPAL,
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 NANJANAPURAM, ERODE - 638 107.

Sem.	Course Code	CAMPUS TO CORPORATE	Total Marks: 75		Hours Per Week	Credits
			CIA:20	ESE:55		
VI	17UACSV610	VIVA - VOCE			4	3

OBJECTIVE:

- To train the learners for smooth transition from their campus to corporate for employment as effectively and efficiently.

COURSE OUTCOMES:

At end of the course, students will be able to

- CO1 Understand the students for various types of etiquette.
- CO2 Learn to dressing at corporate level.
- CO3 Enable the students for different sources of e-communication.
- CO4 Enable the students for Learn quantitative and qualitative aptitude.
- CO5 Develop the positive attitude towards individual.

UNIT I

Etiquette: Corporate etiquette - Workplace etiquette - Business etiquette - Email etiquette - Telephone and meeting etiquette. (Theory blended learning with notes and hints in the SDRNs) - Video clippings to watch and noting down the critical aspects pertaining to etiquettes.

UNIT II

Attire Aspects: Paste your own photograph in formal and informal dress - Dressing sense and grooming skills - Cut and paste various photographs from advertisement pictures to distinguish dressing for different occasions.

UNIT III

E-communication: Students are expected to have an email-id and work with groups - Make mail attachments - Join professional groups in social networks - Download and upload files using virtual memory - E-mail etiquette - Overcoming problems in e-mail communication - Use of electronic devices in modern communication such as fax, e-mail, chat using skype - Work with social networking sites such as linkedin, facebook, orkut, tumblr, twitter, instagram - Narrate them in the SDRN with clippings as evidence.

UNIT IV

Aptitude Appetizer: Quantitative vs verbal aptitude - Practice - Shortcut routes - Workouts from previous year / batch tests - Familiarize the various types of problems from quantitative and non-verbal reasoning areas in competitive exams for employment and/or higher studies.

UNIT V

Attitude Building: The importance of building positive attitude. Read from the examples of great people of your choice and write in your SDRN. Identify and elaborate ways to nurture your positive attitude.



Dr. N. R. MANI
PRINCIPAL,
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107

M. V. V.
HEAD OF THE DEPARTMENT
DEPARTMENT OF BUSINESS ADMINISTRATION (CA)
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
ERODE - 638 107.

Sem.	Course Code	Advanced Learners Course KNOWLEDGE MANAGEMENT	Total Marks : 100		Hours Per Week	Credits
			CIA : --	ESE:100		
IV	17UACAL408					2

OBJECTIVE:

- To enable the students to understand the basics forms of knowledge management, process and applications in knowledge management.

COURSE OUTCOMES:

At end of the course, students will be able to

- CO1 Helps to acquire knowledge in basics of knowledge management.
- CO2 Enable the students to understand the application of strategy.
- CO3 Developing the business intelligence and internet platforms.
- CO4 Update the recent tools and techniques.
- CO5 Understanding the ethical, legal and managerial issues.

UNIT - I

Knowledge Management: Basics - Knowledge and management - Definitions - Functions - Knowledge Management - Information - Data and wisdom - Forms of Knowledge - Knowledge Asset - Knowledge Transfer.

UNIT - II

Knowledge Vision and Process - Organisational Strategy - Structures - Change management - Corporate Level Change - Stages of KM Process - Barriers to Knowledge Management - Knowledge Security and Theory of Value.

UNIT - III

Knowledge Creation and Implementation - Knowledge Sharing - Forms of Knowledge Capital - Leadership - Knowledge creation cycle - Leveraging on Knowledge - Roadblocks to Success - Business intelligence and Internet Platforms - Web Portals - Information Architecture - Knowledge mapping.

UNIT - IV

Knowledge Management Tools and Technologies - Personal KM Tools - Theory of Computation - Software - Knowledge Technologies: State of Technology - KM Gets Unconventional - Application is the Key - Content Management - Technology components of KM - ERP and BPR - Meta - data Architecture.

UNIT - V

Knowledge Management, Ethical, Legal and Managerial Issues - Implementation - Business Ethics - Legal Issues - Competitive Advantage - Future of KM



Dr. N. RAMAN
Principal
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107.

TEXT BOOK:

1. A Thothathri Raman, Knowledge Management a resource book, 1st Edition, 2003, EXCEL Books, New Delhi.

BOOKS FOR REFERENCE:

1. Waman S Jawadekar, Knowledge Management, 1st Edition 2010, Tata McGraw - Hill, New Delhi.
2. Amrit Tiwana, The Essential Guide to Knowledge Management: E - Business and CRM Applications, 1st Edition 2000, Prentice Hall, New Delhi.
3. Pankaj Sharma, Knowledge Management, 1st Edition 2010, A.P.H. Publishing Corporation, New Delhi.

QUESTION PAPER PATTERN		
SECTION - A	SECTION - B	SECTION - C
10 x 2 = 20 Marks (Answer any 10 questions out of 12)	5 x 7 = 35 Marks (Either or choice) Two questions from each unit	3 x 15 = 45 Marks (Answer any three questions out of 5). One question from each unit

m.v.v.
HEAD OF THE DEPARTMENT
 DEPARTMENT OF BUSINESS ADMINISTRATION (CA)
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 ERODE - 638 107.



d
Dr. N. RAMAN
 PRINCIPAL,
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 NANJANAPURAM, ERODE - 638 107.

Sem.	Course Code	Advanced Learners course TECHNOLOGY MANAGEMENT	Total Marks : 100		Hours Per Week	Credits
			CIA : --	ESE:100		
IV	17UACAL409					2

OBJECTIVE:

To enable the students to understand the Technology growth, changes, forecasting techniques, assessment, strategy and competitiveness.

COURSE OUTCOMES:

At end of the course, students will be able to

- CO1 Understanding the concept of technology management.
- CO2 Helps to acquire competitive advantages through new technologies.
- CO3 Focus on the technological forecasting.
- CO4 Gain the knowledge on technology assessment.
- CO5 Apply the strategy in technology management.

UNIT - I

Introduction to Technology Management: Concept and meaning of technology - Evolution and growth of technology - Role and significance of management of technology - Impact of technology on society and business. Forms of technology: Process technology and product technology.

UNIT - II

Competitive advantages through New Technologies: Product development - From scientific breakthrough to marketable product - Role of Government in Technology Development - Linkage between technology - Development and competition - Managing research and development (R&D) - Managing Intellectual Property.

UNIT - III

Technological Forecasting and Exploratory: Intuitive – Extrapolation - Growth Curves - Technology Monitoring. Normative: Relevance Tree - Morphological Analysis - Mission Flow Diagram - Techniques and applications.


UNIT - IV

Technology Assessment: Technology Choice - Technological Leadership and Followership. Technology Acquisition: Meaning of Innovation and creativity - Innovation management.

UNIT - V

Technology Strategy: Concept types - Key principles - Framework for formulating technology strategy. Technology diffusion and absorption: Rate of Diffusion - Innovation Time and Innovation Cost - Speed of Diffusion. Project management in adoption and implementation of new technologies.




Dr. N. RAMAN
 PRINCIPAL,
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 NANJANAPURAM, ERODE - 638 107.

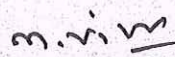
TEXT BOOK:

1. B.Nandhakumar, Industrial Relations Labour Welfare and Labour Laws, 1st Edition, 2014, Vijay Nicole Imprints Pvt. Ltd. Chennai.


BOOKS FOR REFERENCE:

1. Fossum, J.A, Labour Relations Development, Structure, Process, 1st Edition, 1999, Irwin McGraw-Hill, New Delhi.
2. Farnham, D. and Pimlott, J, Understanding Industrial Relations, 4th Edition, 1993, Cassell Education Ltd. London.
3. Katz, H.C. and Kochan. T.A, An Introduction to Collective Bargaining and Industrial Relations, 6th Edition, 2008, Irwin McGraw-Hill, New Delhi.
4. Salamon, M, Industrial Relations: Theory and Practice, 1st Edition, 1987, Prentice-Hall, New Delhi.
5. Bendix, S, Industrial Relations in South Africa, 3rd Edition, 1987, Revised Juta, United States.

QUESTION PAPER PATTERN		
SECTION - A	SECTION - B	SECTION - C
10 x 1 = 10 Marks (Multiple Choice, Four options) Two questions from each unit	5 x 7 = 35 Marks (Either or choice) Two questions from each unit	3 x 10 = 30 Marks (Answer any three Questions) One Question from each unit


HEAD OF THE DEPARTMENT
 DEPARTMENT OF BUSINESS ADMINISTRATION (CA)
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 ERODE - 638 107.




Dr. N. RAMAN
 PRINCIPAL,
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 NANJANAPURAM, ERODE - 638 107.

Sem.	Course Code	Advanced Learners Course OFFICE MANAGEMENT	Total Marks : 100		Hours Per Week	Credits
			CIA : --	ESE:100		
V	17UACAL509					2

OBJECTIVE:

- To enable the students to understand the basics functions of office management and administration.

COURSE OUTCOMES:

At end of the course, students will be able to

- CO1 Acquire knowledge in basics of office management.
- CO2 Understand the location and layout of the office.
- CO3 Developing the business correspondence and filing system.
- CO4 Update the recent tools of office accessories.
- CO5 Understanding the office appliances.

UNIT - I

Modern office - Functions of an office - Importance of an office - Office management - Functions of office management - Functions of an office manager - Qualities of an office manager.

UNIT - II

Location - Factors influencing the location of the office building selection - Merits and demerits of rural and urban area - Layout of the office - Merits of good layout.

UNIT - III

Office correspondence - Types of correspondence - Organizing correspondence - Filing - Functions of filing - Essentials of a good filing system - Methods of filing - Classification of files - Indexing - Methods of indexing - Merits and demerits.


UNIT - IV

Office furniture - Principles in selecting the office furniture - Types of office furniture - Office stationery - Essential requirements of good system of controlling office stationery and supplies - Purchase procedure.

UNIT - V

Office appliances - Importance of office appliances - Advantages and disadvantages - Factors in selecting office machines - Types of appliances.




Dr. N. RAMAN
 PRINCIPAL,
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 NANJANAPURAM, ERODE - 638 107.


TEXT BOOK:

1. R.S.N.Pillai and Bagavatbi, Office Management, 8th Edition 2013, Sultan Chand and Sons, New Delhi.


BOOKS FOR REFERENCE:

1. B.N.Tandon, Manual of Office Management and Correspondence, 4th Edition, Latest reprint, S.Chand & Company Ltd, New Delhi.
2. Dr.R.K. Chopra, Office Management, 16th Edition, 2012, Himalaya Publishing House, Mumbai.
3. Prasanta K. Ghosh, Office Management, 12th Edition, 2010, Sultan Chand and Sons, New Delhi.
4. Dr. T. Ramasamy, Office Management, 2nd Edition, 2012, Gold books publishing house, Srivilliputhur.

QUESTION PAPER PATTERN		
SECTION - A	SECTION - B	SECTION - C
10 x 2 = 20 Marks (Answer any 10 questions out of 12)	5 x 7 = 35 Marks (Either or choice) Two questions from each unit	3 x 15 = 45 Marks (Answer any three questions out of 5) One question from each unit


HEAD OF THE DEPARTMENT
 DEPARTMENT OF BUSINESS ADMINISTRATION (CA)
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 ERODE - 638 107.




Dr. N. RAMAN
 PRINCIPAL,
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 NANJANAPURAM, ERODE - 638 107.

Sem.	Course Code	Advanced Learners Course EVENT MANAGEMENT	Total Marks : 100		Hours Per Week	Credits
			CIA : --	ESE:100		
V	17UACAL510					2

OBJECTIVE:

- On Successful completion of the course the students should have understood managing events, financial management, organisational effectiveness, marketing, public relations and organizational effectiveness.

COURSE OUTCOMES:

At end of the course, students will be able to

- CO1 Acquire knowledge in event management.
- CO2 Develop the event planning process.
- CO3 Gain knowledge on sponsorship and public funding.
- CO4 Acquire knowledge in market planning.
- CO5 Evaluate the organisational effectiveness.

UNIT - I

Event management - Introduction - Definition and frameworks - Categories - Historical context and precedents - Characteristics of events - Scope of the events market.

UNIT - II

Managing events - Event feasibility - Screening process - Events planning - Planning process - Objectives - Environmental search and information gathering.

UNIT - III

Financial management - Objectives - Creating a budget - Details of budget - Other sources of income - Sponsorship and public funding.


UNIT - IV

Target market - How to influence the target market - Marketing plan - Marketing for a new event - Marketing for repeat events.

UNIT - V

Organisational effectiveness - Staffing - Factors influencing the number and type of staff - Close-down - Evaluation and legacies.




Dr. N. RAMAN
 PRINCIPAL,
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 NANJANAPURAM, ERODE - 638 107.

TEXT BOOK:

1. Anton Shone & Bryn Parry, Successful Event Management, 4th Revised Edition, 2013, Thomson Asia Private Limited, Singapore.

BOOKS FOR REFERENCE:

1. Glenn.A.J. Bowdin, Events Management, 3rd Edition, 2010, Rout ledge, Taylor & Francis Books India Pvt Ltd, New Delhi.
2. Getz D, Event Management & Event Tourism, 2nd Revised Edition, 2005, Cognizant Communication Corporation, New York.

QUESTION PAPER PATTERN		
SECTION - A	SECTION - B	SECTION - C
10 x 2 = 20 Marks (Answer any 10 questions out of 12)	5 x 7 = 35 Marks (Either or choice) Two questions from each unit	3 x 15 = 45 Marks (Answer any three questions out of 5) One question from each unit

m. n. m
HEAD OF THE DEPARTMENT
 DEPARTMENT OF BUSINESS ADMINISTRATION (CA)
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 ERODE - 638 107.



Dr. N. RAMAN
Dr. N. RAMAN
 PRINCIPAL,
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 NANJANAPURAM, ERODE - 638 107.