



KONGU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

ERODE – 638 107

PROGRAM NAME
B.B.A. (CA)



KONGU ARTS AND SCIENCE COLLEGE

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2017-2018



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SYLLABUS

SEMESTER - V

COURSE: RESEARCH METHODS FOR MANAGEMENT

COURSE CODE: 15UACCT501

Hours per Week: 6

Credits: 5

OBJECTIVE(S):

- On successful completion of this course, to enable the students to acquire knowledge of Research

UNIT - I

Research: Definition - Objectives - Significance - Types of research - Research process. Research problem: Necessity of defining the problem - Technique involved in defining a problem. Research design: Meaning - Need for research design - Important concepts relating to research design - Different types of research design.

UNIT - II

Sampling design: Steps in sampling design - Criteria of selecting a sampling procedure - Different types of sampling design. Measurement and Scaling technique: Measurement in research - Measurement scales - Sources of error in measurement - Test of sound measurement - Technique of developing measurement tools - Meaning of scaling - Scale classification bases - Important scaling techniques.

UNIT - III

Methods of Data Collection: Collection of primary data - Methods - Collection of secondary data - Characteristics - Methods. Processing and analysis of data: Processing operations - Problems in processing - Types of analysis - Statistical measures like central tendency, dispersion, asymmetry, relationship and others.

UNIT - IV

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.

UNIT - V

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.

TEXT BOOK:

C.R. Kothari and Gaurav Garg, Research Methodology: Methods and Techniques, 3rd Edition, 2014, New Age International (P) Limited, New Delhi.

BOOKS FOR REFERENCE:

1. Dr. S.L.Gupta and Hitesh Gupta, Research Methodology, 1st Edition, 2011, International Book House Private Ltd, New Delhi.
2. Uma Sekaran and Roger Bougie, Research Methods for Business, 5th Edition 2012, Wiley India (P) Ltd, New Delhi.
3. R. Pannerselvam, Research Methodology, 2nd Edition, 2012, PHI Learning Private Ltd.



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SEMESTER - V

COURSE: ENTREPRENEURSHIP AND PROJECT MANAGEMENT

COURSE CODE: 15UACCT502

Hours per Week: 6

Credits: 5

OBJECTIVE(S):

- To enable the students to acquire knowledge of entrepreneurship and the students should have understood EDP, project management and institutional support to entrepreneurial development.

UNIT - I

Meaning of Entrepreneurship - Characteristics - Functions - Types of entrepreneurship - Intrapreneur - Growth of women entrepreneurship in India - Role of entrepreneurship in economic development.

UNIT - II

Factors affecting entrepreneurship growth - Economic and non-Economic. Entrepreneurship development programmes - Need - Objectives - Course contents - Phases - Evaluation. Entrepreneurial motivation - Process - Institutional support to entrepreneurs.

UNIT - III

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

UNIT - IV

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

UNIT-V

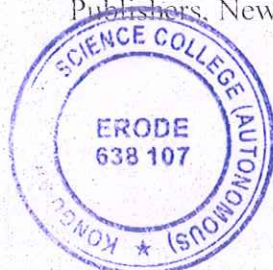
Source of finance for a project - Institutional finance supporting projects - Project evaluation - Objectives - Types - Methods.

TEXT BOOK

S.S.Khanka , Entrepreneurial Development, 4th Edition, 2010, Sultan Chand & Sons, New Delhi.

BOOKS FOR REFERENCE

1. C.B.Gupta and N.P.Srinivasan, Entrepreneurial Development, 6th Edition, 1999, Sultan Chand & Sons, New Delhi.
2. Vasant Desai, The Dynamics of Entrepreneurial Development & management, 6th Edition, 2010 Himalayam Publishing House, Mumbai.
3. S.Choudhury, Project Management, 1st Edition, 2008, Tata McGraw-Hill Publishing Company Limited, New Delhi.
4. K.Nagarajan, Project Management, 1st Edition 2001, New Age International (P) Limited Publishers, New Delhi.



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SEMESTER - V

COURSE: VISUAL BASIC
COURSE CODE: 15UACCT503

Hours per Week: 6
Credits: 4

OBJECTIVE(S):

- On successful completion of this course, the students should have understood VB environment with tool bars, controls and components. Programming steps Declaring variables and Arrays Fundamentals of Graphics and Files Data Bases

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 - Passing arrays to procedures - Dynamic arrays - Related functions - Looping with for each-next - Data files.

TEXT BOOK:

Schaum's, Outline of Theory and Problems of Programming with Visual Basic, 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, 2008Tata McGraw Hill Publishing, New Delhi.



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SEMESTER - V

COURSE: VISUAL BASIC - PRACTICAL
COURSE CODE: 15UACCP504

Hours per Week: 3
Credits: 3

OBJECTIVE(S):

- On successful completion of the course the students should have knowledge in Programming steps, controls and components along with tool bars, graphics and files.

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 for mini calculator function using select case statement.
8. Develop a VB project to view all image file in a directory.
9. Write a VB program to simulate a notepad application.
10. Draw different shapes in a form when user selects a shape from menu.
11. Write a VB program to create a text file with the textbox content.
12. Write a VB program to read a text file content to the textbox.
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 demonstrate the string functions in the library.



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SEMESTER - V

COURSE: INTERNATIONAL BUSINESS

COURSE CODE: 15UACET505

Hours per Week: 6

Credits: 4

OBJECTIVE(S):

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

UNIT-I

International Business - Introduction - Types - Nature - 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 - National - Technological environment - International trading- Strategies - WTO - Functions - Principles - Benefits - Criticisms of WTO.

UNIT-III

International Investment - Types - Significance - Liabilities of foreign capital - Factors affecting international investment - FDI - Growth - Determinants of FDI - Foreign investment in India - International trade financing - Institutional finance for export.

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

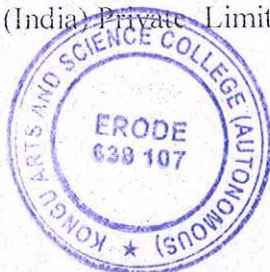
Globalisation of Business - Definition - Essentials - Advantages - Strategies - Implications and impact of Globalisation - Comparison between the old and new Globalisation - Factors favoring Globalisation.

TEXT BOOK

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.



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SEMESTER - V

COURSE: MANAGEMENT INFORMATION SYSTEM

COURSE CODE: 15UACET506

Hours per Week: 6

Credits: 4

OBJECTIVE(S):

- On successful completion of this course, the students should have understood Computer based information system, IS support for the functions of management.

UNIT - I

Introduction to Information Systems - Definition - Features - Steps in implementation of MIS - Need for information - Information system for decision making - MIS as competitive advantages - MIS structures.

UNIT - II

MIS - Strategic information system - MIS support for planning - Organizing- Controlling - MIS for specific functions - Personnel, finance, marketing, inventory and production.

UNIT - III

Computer Hardware - Description of electronic computers - CPU operations - Classification of computers - Mainframe - Mini - Workstations - Micro computers - Super computers - Personal computers. Computer Software - Types of software - Data representation in computers. Introduction to Client - Server.

UNIT - IV

Data resource Management - Types of databases - Operational Data base - Distributed database - External database - Hyper media database - Data warehouse and data mining - Database management - Database structure - Hierarchical - Network - Relational.

UNIT - V

Telecommunication revolution - Introduction to Email, internet, intranet and teleconferencing, www.architecture, Introduction to E-Commerce - Models - Business to Business and Business to Consumer - Electronic Data Interchange - Electronic Data Interchange applications in business. Electronic payment cash, smart cards, and credit cards.

TEXT BOOK:

Dr.G.Murali Manohari and Dr.M.S.Ramesh Kumar, Management Information System, Thakur publishers, 2015.

BOOKS FOR REFERENCE:

1. Amen Jindal, Management Information System, 2nd Edition 2010, Kalyani publishers.
2. Murdick and Ross, Management Information System, Prentice Hall Publishers.



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SEMESTER - V**COURSE: MANAGEMENT ACCOUNTING****COURSE CODE: 15UACET507****Hours per Week: 6****Credits: 4****OBJECTIVE(S):**

- After the successful completion of the course the student should have a thorough knowledge on the management accounting techniques in business decision making.

UNIT - I

Management accounting - Meaning - Functions and scope - Utility and limitations - Tools of management accounting - Relationship between Management accounting. Cost accounting and Financial accounting.

UNIT - II

Financial statements analysis: Financial statements and their importance - Tools for analysis and interpretation. Ratio analysis: Meaning - Advantages and limitations - Analysis of Liquidity - Activity - Solvency and Profitability.

UNIT - III

Fund flow analysis: Concepts of funds flow statement - Sources and uses of funds - Managerial uses of fund flow analysis - Construction of fund flow. Cash flow analysis: Distinction of cash from funds - Utility of cash flow statement - Construction of cash flow statement.

UNIT - IV

Budgeting and budgetary control - Definition - Importance - Essentials - Classification of budgets - Preparation of cash budget, Sales budget, Purchase budget, Material budget. Flexible budget - Master budget.

UNIT - V

Marginal costing – Definition - Features - Managerial applications of marginal costing - Break even analysis- Meaning - Advantages and limitations - Managerial applications of break even analysis.

Note: Distribution of marks: Theory 20% and Problems 80%

TEXT BOOK:

Dr. R. Ramachandran and Dr.R. Srinivasan, "Management Accounting", 16th Revised and Enlarged Edition 2015, SriRam Publications, Tiruchy.

BOOKS FOR REFERENCE:

1. Prof. T.S. Reddy & Dr. Y. Hariprasad reddy, Management Accounting, 4th Edition 2015, Margham Publications, Chennai.
2. Dr. S.N. Maheswari, " Principles of Management Accounting", 16th Edition Reprint 2007, Sultan Chand & Sons, New Delhi.
3. A. Murthy and S. Gurusamy, "Management Accounting", 2nd Edition Second Reprint 2012, The McGraw Hill Publishing Co. Ltd, New Delhi.
4. R.S.N. Pillai and Bagavathi, " Management Accounting", 4th Revised Edition 2012, S. CHAND & Co. Ltd, New Delhi.



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SEMESTER - V

COURSE: MERCHANDISING MANAGEMENT

COURSE CODE: 15UACST508

Hours per Week: 3

Credits: 3

OBJECTIVE(S):

- On Successful completion of the course the students should have understood merchandise planning, buying, pricing and visual merchandising.

UNIT - I

Merchandising - Meaning - Concept - Factors affecting merchandising function - Merchandiser role and responsibilities - Functions of buying.

UNIT - II

Merchandise Planning - Implications - Process - Merchandise control - Assortment planning- Tools used for merchandise planning.

UNIT - III

Merchandise Sourcing - Methods of procuring merchandise - Identifying - Contacting - Negotiating - Establishing - Analyzing - Private label - Category management.

UNIT - IV

Merchandise pricing and performance - Retail pricing - Price determination - Strategies - Merchandise allocation - Evaluating merchandise performance - Methods.

UNIT - V

Visual Merchandising - Exterior and Interior Store design - Types of Layout - Layout selection - Planogram - Methods of display.

TEXT BOOK:

Swapna Pradhan, Retail Management, 3rd Edition 2009, Tata McGraw Hill Education Private Limited, New Delhi.

BOOKS FOR REFERENCE:

1. Chetan Bajaj, Rajnish Tuli and Nidhi V Srivastava, Retail Management, 2nd Edition 2005, Oxford University Press, New Delhi.
2. James R.Ogden and Denise T.Ogden, Integrated Retail Management, 1st Edition 2005, Biztantra Cengage Learning, New Delhi.
3. Michael Levy, Barton Weitz and Ajay Pandit, 8th Edition 2012, Tata Mc Graw Hill Education Private Limited, New Delhi.
4. Gibson G Vedamani, Retail Management – Functional Principles and Practice, 3rd Edition 2008, Jaico Publishing House, Mumbai.



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SEMESTER - V

COURSE: OFFICE MANAGEMENT

COURSE CODE: 15UACAL509

Hours per Week: 3

Credits: 2

OBJECTIVE(S):

- On Successful completion of the course the students should have understood functions of office management and administration.

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 - Location of the office building selection influencing factors - Merits and demerits of rural and urban area - Layout of the office - Merits of good layout - Office furniture - Principles in selecting the office furniture - Types of office furniture.

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.

UNIT - IV

Indexing - Methods of indexing - Merits and demerits - 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.

TEXT BOOK:

R.S.N.Pillai and Bagavathi, 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 2017, Himalaya Publishing House, Mumbai.
3. Prasanta K. Ghosh, Office Management, 12th Edition 2017, Sultan Chand and Sons, New Delhi.
4. Dr. T. Ramasamy, Office Management, 2nd Edition 2012, Department of Business Administration (CA) house, Srivilliputhur.



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SEMESTER V

COURSE: EVENT MANAGEMENT

COURSE CODE: 15UACAL510

Hours per Week: 3

Credits: 2

OBJECTIVE(S):

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

UNIT - I

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

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 - Introduction - Staffing - Factors influencing the number and type of staff - Finding staff.

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.



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SEMESTER - VI

COURSE: PROMOTION MANAGEMENT

COURSE CODE: 15UACCT601

Hours per Week: 6

Credits: 5

OBJECTIVE(S):

- To enable the students to acquire knowledge of promotional strategies, sales promotion, advertising media and advertising agencies.

UNIT - I

Promotion management - Meaning - Definition - Concept - Components - Communication process in promotion - Promotion mix - Tools - Factors deciding promotional mix - Promotion planning - Steps in promotion planning.

UNIT - II

Advertising - Meaning - Importance - Objectives - Classification of advertisement - Advertising agencies - Advertising budget - Organization of advertising department - Social effects of advertising.

UNIT - III

Advertising copy - Objectives - Essentials - Types - Elements of copy writing: Headlines, body copy - illustration - catch phrases and slogans - Identification marks - Advertising campaign - Steps in campaign planning.

UNIT - IV

Advertising media - Types - Print - Radio - TV, Cinema, Outdoor and other forms - Advantages - Limitations - Advertising layout - Functions - Design of layout.

UNIT - V

Sales promotion - Meaning - Methods - Promotional strategy - Promotional instruments - Techniques of sales promotion - Consumer and dealers promotion - Salesmanship - Process - Personal selling - Process - Objectives - Personal selling strategy.

TEXT BOOK

C.N. Sontakki, Advertising and Sales Management, 1st Edition, 2006, Kalyani publishers, Chennai.

BOOKS FOR REFERENCE

1. S.A. Chunawalla, Advertising, Sales and Promotion Management, 1st Edition, 2001, Himalaya Publishing House, Delhi.
2. John.J.Burnett, Promotion management, 2nd Revised Edition, 1988, West Publishing Co, United states.
3. George E. Belch and Michael A.Belch. Advertising and Promotion, 6th Edition. 2003, Tata McGraw, Hill Publishing Company Limited, New Delhi.



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SEMESTER – VI

COURSE: MULTIMEDIA
COURSE CODE: 15UACCT602

Hours per Week: 6
Credits: 4

OBJECTIVE(S):

- On successful completion of the course the students should have knowledge on media, text, image, audio and video.

UNIT - I

Multimedia an Overview: Introduction - Multimedia presentation and production - Characteristics of a multimedia presentation - Multiple media - Hardware and Software Requirement - Uses of multimedia - Promotion of multimedia based content - Steps for creating a multimedia presentation - Text.

UNIT - II

Image: Image types - Seeing color - Color modals - Basis steps for image processing - 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

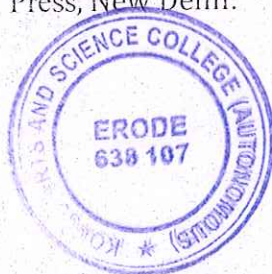
Animation: Introduction - Uses of animation - Key frames a tweening - Types of animation - Computer assisted animation - Creating movement - Principles of animation - Some techniques of animation - Animation on the web - 3D Animation - Animation software - File formats.

TEXT BOOK:

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.



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SEMESTER – VI

COURSE: PHOTOSHOP - PRACTICAL
COURSE CODE: 15UACCP603

Hours per Week: 3
Credits: 3

OBJECTIVE(S):

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

List of Programs

Use an image editing software like Photoshop or GIMP.

1. Create an X-ray Effects image.
2. Create a Happy New Year Colorful Greeting Card.
3. Create Roses Bouquet with Splash Effect.
4. Design a Glossy Download Icon.
5. Design a Vista Styled Wallpaper.
6. Create a Custom Pattern.
7. Design a License Plate for a car.
8. Design a Colorful Glowing Text.
9. Design an Infrared-Looking Photography.
10. Design a double exposure effect for images.
11. Apply a saturated paint effect to photos.
12. Apply a nice saturated paint effect to photos.
13. Removing Red Eye from an image.
14. Add Fog and Mist effect to an image.
15. Turn a Photo into a Pencil Sketch Drawing.



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SEMESTER - VI

COURSE: INSURANCE PRINCIPLES AND PRACTICE

COURSE CODE: 15UACET605

Hours per Week: 6

Credits: 4

OBJECTIVE(S):

- It will help the students to learn the basics and fundamentals of insurance principles and practices being practiced in the insurance industry. The knowledge in this field of insurance may help the students to adopt this as a career.

UNIT - I

Meaning, concept, principles and classification of insurance - History of insurance - Life insurance scenario in India, Organizational structure of life insurance business- Recent trends in insurance.

UNIT - II

Life Insurance: Introduction - Types of life insurance policies - Whole life endowment, money back, group insurance, unit linked insurance policies, pension plan - Role of insurance agent, field officer, surveyors assessor and responsibilities of insurer.

UNIT - III

Principles of general insurance - Comparison between general and life insurance. Study and scope of general insurance in India - Marketing of general insurance business in India.

UNIT - IV

GIC: Role of general insurance company of India- Types of general insurance - Fire, marine motor, personal accidents, health, engineering, corps, etc. Study of various policies and insurance cover - study of risk factor and causes of insurance claim.

UNIT - V

Deposit and credit insurance - Role of deposit insurance and credit guarantee corporation - Regulation of insurance business in India. IRDA: Role of insurance regulatory and development authority.

TEXT BOOK:

M.N. Mishra, Insurance Principles and Practices, 22nd Edition, Chand and Company Ltd, 2016.

BOOKS FOR REFERENCE:

1. Vinayakan, N.M. Radhaswami and V. Vasudevan, Insurance Principle and Practices S Chand and company Ltd, 2015.
2. G.R. Desai, Life Insurance in India, Macmillan India Limited, 1973.
3. P.Periyasamy, Principles and Practices of Insurance, 7th edition, Himalaya publishing House, 2014.



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

SEMESTER - VI

COURSE: E - COMMERCE
COURSE CODE: 15UACET606

Hours per Week: 6
Credits: 4

OBJECTIVE(S):

- The objective of the course is to learn types, process of e-commerce, the tools, channels and the related issue in implementing the e-commerce practices.

UNIT - I

Business models for e-commerce: Business model - E-business models based on the relationship of transaction parties - Transaction types - Internet standards and specifications - Internet service provider.

UNIT - II

E-Marketing: Traditional marketing - Identifying web presence goals - Online marketing - E-marketing - Target markets - Internet marketing trends - E-branding - Marketing strategies.

UNIT - III

E-payment systems: E-banking at ICICI bank- Main concerns in internet banking - Digital payment requirements - Digital token based E-payment systems - Classification of new payment systems - Properties of electronic cash - Digital signature - Online financial services in India - Online stock trading.

UNIT - IV

E-supply chain and E-strategy management: Supply chain - Supply chain management at Macro/Micro industries - E-strategy - Information - The virtual value chain - Seven dimensions - Value chain - Planning e-commerce project - Knowledge management - Data warehouse and data mining.

UNIT - V

E-security: Information system security - Security on the internet - E-business risk management issue - Information security environment in India - Legal and ethical issues.

TEXT BOOK:

S.J., Joseph P.T., "E-Commerce - An Indian Perspective", 3rd Edition, 2012, PHI Learning Private Limited, New Delhi.

BOOKS FOR REFERENCE:

1. Whitely and David, E-Commerce Strategy, Technologies and Applications, 2008, McGraw Hill, Singapore.
2. Awad and Elias M. Electronic Commerce From Vision to Fulfillment, 3rd Edition, 2007, Prentice-Hall of India, New Delhi.
3. Kalakota, Ravi and Whinston, Andrew B. Frontiers of Electronic Commerce, 2004, Pearson Education.



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SEMESTER - VI

COURSE: FINANCIAL SERVICES

COURSE CODE: 15UACET608

Hours per Week: 6

Credits: 4

OBJECTIVE(S):

- Successful completion of the course is to familiarize the financial services and their role in the financial system.

UNIT - I

Merchant Banking: Functions - Types - Modes of raising capital from domestic and foreign markets - Raising short term funds - Recent developments in the capital markets - SEBI guidelines on merchant banking in India. NBFCs in India - Types of NBFCs.

UNIT - II

Hire Purchase: Concept - Evaluation of hire purchase proposals. Leasing: Overview - Tax aspects - Lease accounting - Types of leases - Benefits of lease.

UNIT - III

Mutual funds: Concepts - Risks in mutual fund - Features - Importance - Mutual fund schemes - Operations performances - Regulations: RBI, UTI's, SEBI guidelines for mutual funds.

UNIT - IV

Other financial services: Venture Capital - Bill Discounting - Factoring - Credit rating - Asset securitization - Depositories.

UNIT - V

Mergers and acquisitions: Types - Merger process - Reason for merger - SEBI code on Takeovers - Business failures and reorganisations.

TEXT BOOK:

Gurusamy S, "Merchant Banking and Financial Services", 2nd Edition, 2009, Tata McGraw Hill Publishing Company, New Delhi.

BOOKS FOR REFERENCE:

1. Khan M Y, Financial Services, 5th Edition, 2009, Tata McGraw Hill Publishing Company, New Delhi.
2. Shanmugam R, Financial Services, 1st Edition, 2010, Wiley India, New Delhi.
3. Ravichandran K, Merchant Banking and Financial Services, 2013, Himalaya Publishing House, New Delhi.
4. Punithavathy Pandian, Financial Services and Markets. 2009, Vikas Publishing House Pvt. Ltd, New Delhi.



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SEMESTER - VI

COURSE: SYSTEM ANALYSIS AND DESIGN

COURSE CODE: 15UACET609

Hours per Week: 6

Credits: 4

OBJECTIVE(S):

- It aims at acquainting these students with tools techniques of planning, analyzing, designing, implementing and maintaining information system.

UNIT - I

System Concepts: Definition - Characteristics of a system - Elements of a system - Types of system - The system development life cycle: Introduction - System development life cycle -The Role of the systems analyst: Definition - The multifaceted role of the analyst.

UNIT - II

Systems analysis - Initial investigation: Needs identification - Determining the user's information requirements - Background analysis - Fact-finding techniques and analysis - Information gathering: Information - Gathering tools.

UNIT - III

The tools of structured analysis: Data flow diagram - Data dictionary - Decision table - Feasibility study: Feasibility considerations - Steps in feasibility analysis - Report and oral presentation - Cost/benefit analysis.

UNIT - IV

Systems design - The process of design - Design methodologies - Processing controls and data validation - Input/output and form design - File organization and database design: File structure - Sequential - Indexed - Sequential organization - Data base design: objectives of data base - Logical and physical views of data.

UNIT - V

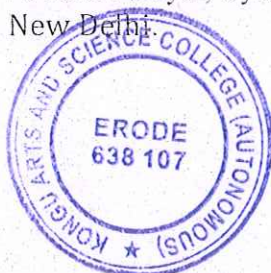
System testing and quality assurance: System testing - Quality assurance - User training - Implementation and software maintenance: Post implementation review - Software maintenance.

TEXT BOOK:

Elias M. Awad, System Analysis and Design, 2nd Edition, 2002, Galgotia Publications Pvt. Ltd, New Delhi.

BOOKS FOR REFERENCE:

1. Lee, Introducing Systems Analysis and Design, 2nd Edition, 1994, Galgotia Publications, New Delhi.
2. Dennis Wixom Roth, Systems Analysis and Design, 3rd Edition, 2006, John Wiley & Sons, New Delhi.
3. Arunesh Goyal, Systems Analysis and Design, 1st Edition, 2011. Prentice Hall of India, New Delhi.



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SEMESTER - VI

COURSE: SOFT SKILLS FOR BUSINESS

COURSE CODE: 15UACSP610

Hours per Week: 3

Credits: 3

OBJECTIVE(S):

- Successful completion of the course is to develop the essential soft skills and its usage in business aspects.

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 - Practical role plays.

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

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 - Manners and etiquettes to be maintained during an interview - sample questions (FAQs) commonly asked during interview - Conduct a vox pop - Make a brief report - Present to the group.

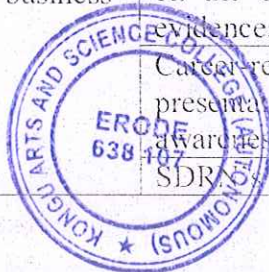
Non verbal Cues in Communication - Body Language - Gesture - Postures - Facial Expressions.

Career options - Skills and physique vis-à-vis career options - 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)

The following table gives the metrics to be evaluated in the viva-voce exam with the (weight - age) [in marks] to be assigned for each criterion.

Soft skills for business	Presentation, negotiation and team-working skills	10
	Job-specific resume preparation, mock interview / group discussion presentation of the on the chosen general study (vox-pop) with evidences	10
	Career-related: SWOT analysis and its presentation. [job-offering] industry-related awareness, so on	10
	SDRN originality and maintenance	10



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Sem.	Course Code	Core 1 MANAGEMENT PROCESS	Total Marks:		Hours per Week	Credits
			100			
I	17UACCT101		CIA: 25	ESE: 75	5	4

Objective:

- On successful completion of this course, the students should have understood the nature, types of business organizations, principles, functions of management and modern trends in management process.

Unit I

Management: Definition - Role of managers - Nature and scope of management process - Management a science or an art? - Scientific management: Elements of scientific management - Managerial functions - Principles of management - Levels of management - Forms of business (Meaning only).

Unit II

Planning: Meaning and purpose of planning - Steps in planning process - Types of planning - Objectives and Policies - Types of policies. Decision making: Process of Decision making - Types of decisions.

Unit III

Organizing: Types of organization - Organizational structure - Span of control - Use of staff units and committees. Delegation: Delegation and centralization. Departmentation - Line and staff departmentation. Staffing: meaning - Selection process - Sources of recruitment

Unit IV

Directing: Nature and purpose of directing - Principles. Co-ordination: Meaning - Techniques of effective co-ordination - principles of co-ordination. Leadership: Meaning - Styles.

Unit V

Controlling: Meaning and importance of controls - Control process - Budgetary and non - budgetary controls techniques - Requisites of an effective control system - Relationship between planning and controlling - Management by objectives.



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TEXT BOOK:

Prasad. L. M, Principles and Practice of Management, 9th Edition, 2015, Sultan Chand & Sons, New Delhi.

REFERENCE BOOKS:

1. Govindarajan. M and Natarajan. S Principles of management, 7th Edition, 2009, PHI learning Private limited, Delhi.
2. Ramasamy.T - Principles of Management, 1st Edition, 2010, Himalaya publishing House, New Delhi.
3. Tripathi. P.C and Reddy.P.N - Principles of Business organization and Management, 5th Edition, 2012, Tata McGraw Hill education private limited, New Delhi.
4. Harold Koontz and Heinz Wehrich- Essentials of Management, 10th Edition, 2015, Tata McGraw Hill education 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

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Sem.	Course Code	Core 2 BUSINESS COMMUNICATION	Total Marks: 100		Hours per Week	Credits
			CIA: 25	ESE: 75		
I	17UACCT102				5	4

Objective:

- To enable the Students to understand the methods of communication, types of Communication and to draft business letters relating to different situations.

Unit I

Communication: Meaning - Definition - Importance of business communication - Objectives of communication - Process of communication - Principles of communication - Media of communication - Types of communication - Barriers of communication.

Unit II

Business letters : Meaning - Essentials of an effective business letter - Layout of letter- Enquiries and replies - Offers and quotations - Orders and their execution - Credit and status Enquiries - Complaints and adjustments - Collection letters .

Unit III

Bank correspondence - Agency correspondence - Correspondence of company secretary - Letter to the editor - Agenda and minutes of meeting.

Unit IV

Reports: Meaning - Importance - Types of report - Preparing a report - Reports by individuals - Reports by committees - Application letters - Interview letters and letter of appointment.

Unit V

Internal Communication: Short speeches - Memo - Circulars - Notices - Explanations to Superiors - Communication media: Merits of various devices - Intercom - Telephone - Internet - Facsimile (Fax) - Multimedia - Email - Voicemail - Teleconferencing. Social media – etiquette of using social media.

TEXT BOOK:

Rajendra Pal and J.S.Korlahalli, Essentials of Business Communication, 13th Edition, 2015, Sultan Chand & Sons, New Delhi.



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REFERENCE BOOKS:

1. Ramesh.MS, C.C.Pattanshetti and Madhumati Kulkarni, Business Communication, 28th Edition, 2011, R.Chand&Co, New Delhi.
2. UrmilaRai and Rai, Business Communication, 11th Edition, 2010, Himalaya Publishing, New Delhi.
3. Subha Rao, B.Anita Kumar and C.Hima Bindu, Business Communication, 1st Edition, 2012, Cengage Learning India Pvt Ltd, Delhi.
4. Rodriques M. V, Effective Business Communication, 2nd Revised and Enlarged Edition, 2013, Concept Publishing Company, 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

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Sem.	Course Code	Core 3 ORGANISATIONAL BEHAVIOUR	Total Marks: 100		Hours per Week	Credits
			CIA: 25	ESE: 75		
II	17UACCT201				5	3

Objective:

- On successful completion of this course, the students should have understood personality, perception, motivation, job-satisfaction, morale, group dynamics, leadership traits, counselling and guidance, etc.

Unit I

Organisational behaviour: Individual Behaviour - Personality types - Personality theories - Factors influencing personality - Attitude and values.

Unit II

Perception: Factors affecting perception - Motivation - Theories - Techniques of motivation - Financial and non - Financial motivation - Brainstorming. Emotions: Definition and concept - Emotional Intelligence.

Unit III

Job satisfaction: Meaning - Factors. Morale - Importance - Employee attitude and behaviour and their significance to employee productivity - Job enrichment - Job enlargement.

Unit IV

Hawthorne experiments - Group behaviour - Groups in organizations - Formation - Influence - Group dynamics - Group cohesiveness. Conflict - Types of conflict - Resolution of conflict - Sociometry - Group norms - Supervision - Style - Training for supervisors.

Unit V

Leadership: Styles - Organizational culture - Meaning - Formation - Functions - Importance. Counselling - Meaning - Importance of counsellor - Types of counselling - Merits of counselling.

TEXT BOOK:

Stephen Robbins, Organizational Behaviour, 15th Edition, 2012, Prentice Hall Publishers.



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REFERENCE BOOKS:

1. Keith Davis, Human Behaviour at Work, 11th Edition, 2001, Mc Graw, Hill Publisher.
2. Ghos, Industrial and Organizational Psychology, 6th Edition, 2006, Himalaya Publisher.
3. Fred Luthans, Organisational Behaviour, 12th Edition, 2010, Mc Graw Hill Publisher.
4. Prasad L.M, Organisational Behaviour, 5th Edition, 2011, Sulthan Chand Publisher.

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

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Sem.	Course Code	Core 4 INTRODUCTION TO INFORMATION TECHNOLOGY	Total Marks: 100		Hours per Week	Credits
			CIA: 25	ESE: 75		
II	17UACCT202				3	3

Objective:

- To enable the Students to understand the types and components of computer system, usage of computer system. Hardware and software and the recent trends in information technology.

Unit I

IT in Business: Business pressures - Organizational responses - Office automation technologies - Overview of information systems. Introduction to computers: Importance of computers - Characteristics of computer - Uses of computer - Overview of computer - Parts of computer - Classification of computers.

Unit II

Central processing unit: CPU - Memory - Registers - Factors affecting processor speed - Instruction set - Machine cycle. Computer memory: RAM – ROM. Secondary storage Devices: Classification of secondary storage devices - Advantages of secondary storage devices - Magnetic disk - Optical disk.

Unit III

Input devices of technologies: Keyboard - Mouse - Game controller - Scanners - Barcode reader - OCR - Digitizer - Voice recognition - Web cams - Digital cameras - Video cameras. Output devices of technologies: Monitor - Printer - Plotter.

Unit IV

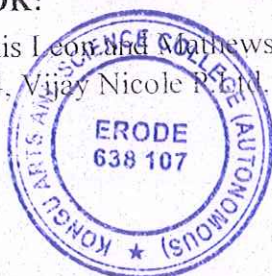
Computer software: Meaning - Hardware/software interaction - Software categories - Classification of software - Operating system - Utilities - Compilers and interpreters - Word processor - Spreadsheets - Presentation software - DBMS - Image processor - Enterprise software - Programming language: Machine - Assembly - High level languages - Types of high level languages - The Compilation Process.

Unit V

Telecommunications and networks: Telecommunications systems - Communication processors - Communication media - Characteristics - Types of networks - Network topologies - Network architecture - Business and networks. Information system for the enterprise: Information system to business function - TPS - Integrated information systems - ERP – EDI and EFT.

TEXT BOOK:

Alexis Leon and Matthews Leon, Introduction to Information Systems, 1st Edition, 2004, Vijay Nicole P. Ltd, Chennai.



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REFERENCE BOOKS:

1. Henry C Lucas, Information Technology for Management, 7th Edition, 2001, Tata McGraw-Hill, New Delhi.
2. Saravana kumar, Parmeshwaran and Jayalakshmi, A Textbook of Introduction to Information Technology, 1st Edition, 2003, S.Chand Publishing P.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

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Sem.	Course Code	Core 5 PC SOFTWARE (MS OFFICE) - PRACTICAL	Total Marks: 100		Hours per Week	Credits
			CIA: 40	ESE: 60		
II	17UACCP203				3	3

Objective:

- To enable the students to understand the office automation effectively.

MS WORD

1. Create a job application letter with proper formatting.
2. Perform a mail merger operation.
3. Prepare a document in newspaper column layout.

MS EXCEL

4. Prepare a student mark sheet which automatically generates Total and Percentage using formula.
5. Generate a graph to illustrate the sales of various products of a company in last 6 months.
6. Create a pivot table to analyze worksheet data.

MS POWER POINT

7. Create a power point presentation for a company with minimum five slides.
8. Design an advertisement campaign for a product with slide transitions and custom animation effects.
9. Insert an excel chart into a power point slide.

MS ACCESS

10. Create a database in MS-Access.
11. Perform finding, sorting and displaying the data in MS-Access data base.
12. Create a Report using a Report Wizard.



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ACTIVITIES



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DEPARTMENT OF BUSINESS ADMINISTRATION (CA)

GUEST LECTURE ON INTERNATIONAL BUSINESS



KONGU ARTS AND SCIENCE COLLEGE

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DEPARTMENT OF BUSINESS ADMINISTRATION
WITH COMPUTER APPLICATIONS

Organizes the
Guest Lecture
On

INTERNATIONAL BUSINESS

Resource Person

Dr. A. Lakshmi,

Director, Dept. of Management,
K.S.Rangasamy College of Technology,
Tiruchengode

Date: 01.08.2017
Venue: BBA CA Classroom



Guest lecture on “**International Business**” was conducted for III Year BBA (CA) students on 01.08.2017 by Dr. A. Lakshmi, Director, Dept. of Management, K.S.Rangasamy College of Technology, Tiruchengode. The Resource Person highlighted an overview of International Business. She addressed the types, opportunities and challenges with relevance to dynamic business environment. She highlighted the forms of international investments like FDI and FPI, the export of goods and services, types of exports and modes of shipment. The process of international trade and the flow of goods, documents and forms of international payments and payments. Around 50 students are benefited from this programme.



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DEPARTMENT OF BUSINESS ADMINISTRATION (CA)

REFRESHER PROGRAMME

KONGU ARTS AND SCIENCE COLLEGE
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DEPARTMENT OF BUSINESS ADMINISTRATION
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organizes

REFRESHER PROGRAMME

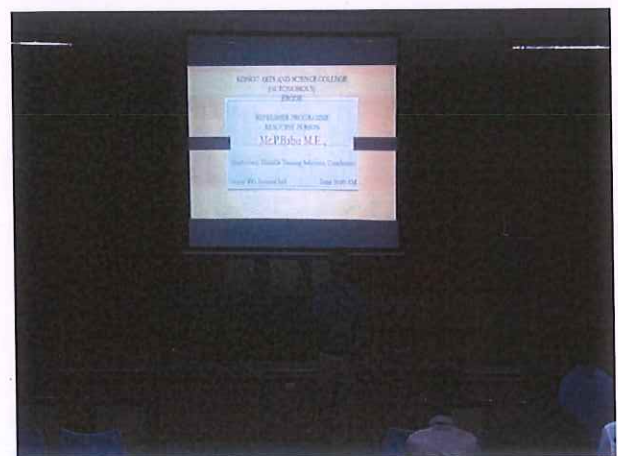
Resource Person
Mr.P. Babu,
Head Coach, Pinnacle Training Solutions, 155,
Keerthi Enclave, 3rd cross, ondipudhur,
Coimbatore.

Date : 03.07.2017
Time: 10.00 AM

KONGU
Answering the Best

A "Refresher programme" was organized by the Department of Business Administration with Computer Applications on 03.07.2017. Mr. P. Babu acted as the resource person. The Purpose of Refresher programme for students to review their subject and help to improve their knowledge or skills and learn about new developments that are related to the course. Refresher programme help to students to keep important knowledge fresh and current.

Beneficiaries: 53 Students



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DEPARTMENT OF BUSINESS ADMINISTRATION (CA)

GUEST LECTURE ON VICTIM 2 WARRIOR



KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)

Nanjanapuram, Erode- 638107

DEPARTMENT OF BUSINESS ADMINISTRATION
WITH COMPUTER APPLICATIONS

organizes

SPECIAL LECTURE

VICTIM 2 WARRIOR

Resource Person

Mr.S.Ganeshkumar

Trainer,
Cosset finishing school,
Bangalore

Date : 11.09.2017 to 18.09.2017

Venue : BBA CA Classroom



Guest lecture on "Victim 2 warrior" was conducted for I Year BBA (CA) students on 11.09.2017 to 18.09.2017 by Mr.S.Ganeshkumar, Trainer, Cosset finishing school, Bangalore. The Resource Person highlighted an overview of Victim 2 warrior. He told the big difference between a warrior and a victim is that the victim represses, and the warrior refrains. Victims repress because they are afraid to show the emotions, afraid to say what they want to say. To refrain is not the same thing as repression. To refrain is to hold the emotions and to express them in the right moment, not before, not later. That is why warriors are impeccable. They have complete control over their own emotions and therefore over their own behavior.

Beneficiaries: 60 students



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DEPARTMENT OF BUSINESS ADMINISTRATION (CA)

ORIENTATION PROGRAMME



KONGU ARTS AND SCIENCE COLLEGE

(Autonomous)

Nanjanapuram, Erode-638 107

**DEPARTMENT OF BUSINESS ADMINISTRATION
WITH COMPUTER APPLICATIONS**

ORGANIZING

Orientation Programme

BY

Resource Person

M. Shanmugasundram

Psychologist and Trainer,
Phoenix Training Academy,
Erode.

Date: 12.07.2017 & 13.07.2017
Venue: PG SEMINAR HALL



An "Orientation programme" was organized by the Department of Business Administration with Computer Applications on 12.07.2017 and 13.07.2017. Dr. M. Shanmuga sundram acted as the resource person. The Purpose of programme for is to introducing students to their college life and becoming familiar with the new environment. learn how things work at their new environment and meet other students as well as faculty members. Orientation is also encouraging student's confidence and helps the new students adapt faster to the environment.

Beneficiaries: 63 Students



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KONGU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

ERODE – 638 107

DEPARTMENT OF BUSINESS ADMINISTRATION (CA)

EFFECTIVE UTILIZATION OF GOOGLE



KONGU ARTS AND SCIENCE COLLEGE

(Autonomous)
Nanjanapuram, Erode-638 107

DEPARTMENT OF BUSINESS ADMINISTRATION
WITH COMPUTER APPLICATIONS

Organizes the

Guest Lecture

On

EFFECTIVE UTILIZATION OF GOOGLE

Resource Person

Mr.S.Vijayakumar,

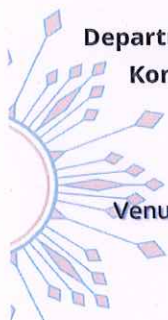
Assistant professor,

Department of Computer science (PG),

Kongu Arts and Science college
(Autonomous), Erode

Date: 16.12.2017

Venue: PG BLOCK COMPUTER LAB



A special lecture "Effective Utilization of Google" was organized by the Department of Business Administration with Computer Applications on 16.12.2017. Mr.S.Vijayakumar, Assistant Professor, Department of Computer Science (P.G.), Kongu Arts and Science College, Erode acted as the resource person. The Purpose of Special Lecture was to demonstrate how to use google effectively for education. Students can learn 21st-century problem-solving and the skills they'll use in their future careers; with accessibility features that help every student do their best work.

Beneficiaries: 53 Students



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.



KONGU ARTS AND SCIENCE COLLEGE

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DEPARTMENT OF BUSINESS ADMINISTRATION (CA)

A State Level Workshop on "TEXTILE MERCHANDISING"

Workshop On TEXTILE MERCHANDISING

23rd February 2018

Department of Business Administration and Business Administration with Computer Applications
KONGU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)
Affiliated to Bharathiar University, Coimbatore
Approved by UGC & AICTE, Accredited by NAAC ISO 9001 : 2015 Certified Institution
ERODE - 638107
Phone : 0424 - 2242888, 2242998, Fax: 0424 - 2242810
E-mail: kasc@konguarts.ac.in Website: www.kasc.ac.in

FOR FURTHER DETAILS
Dr. M. V. Srinivasan, HOD - BBA (CA) Call: 98767 87090 Mail ID: kscbbas@gmail.com
Mr. K.P. Karthikeyan, HOD - BBA Call: 94569 69999 Mail ID: bkaknp@gmail.com

TOPICS TO BE COVERED:
Merchandising Techniques
Understanding Textile Business
Order Procurement/Orders
Branding the Products
Profiling the Products
Technical Motivation
Essential Documents needed for Business Export Documentation

FOR WORKSHOP
This programme will enlighten the opportunities in the field of textiles for the entrepreneurial aspirant and students who are working in the garment based industries.

REGISTRATION FEE: Rs. 1000 (Only 2000 participants on first come first serve basis)

RESOURCE PERSON
Mr. S. SUNDARAJAN
Harivaratha Garment, Chandrapuram, Tiruppur

ICD/VL/UL/UM/AM
Managing Director, C.A Textile Lab - Erode/Tiruppur.
Principal Coach, Dream Factory Training & HR Solutions, Erode.

ADVISORY COMMITTEE
HONORARY CHAIRMAN: Mr. C. Rajam
MEMBERS: Mr. A. Prasad, Mr. V. Srinivasan, Dr. N. Raman, Mr. S. Prasad, Mr. H. Chandru, Mr. M. Gauthi, Mr. S. Deepa, Mr. N. Rajkumar

ORGANISING COMMITTEE
Mr. C. Rajam, Mr. A. Prasad, Mr. V. Srinivasan, Dr. N. Raman, Mr. S. Prasad, Mr. H. Chandru, Mr. M. Gauthi, Mr. S. Deepa, Mr. N. Rajkumar

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A State Level Workshop on "Textile merchandising" was conducted by both the Departments of BBA and BBA(CA) on 23.02.2018. The Resource Persons of the day was Mr.Sundarajan, Harivaratha Garment, Chandrapuram, Tiruppur. and Jc Du. Velumani, Managing Director, C.A Textile lab, Erode/Tiruppur. The Purpose of workshop will facilitate the students to have an in depth understanding on Fabric and relevant areas for Merchandisers. Students who complete this program will be able to produce a professional portfolio showcasing their skills. This portfolio will increase job opportunities in the field as well as promotion for those already employed. The session was highly benefited and helps to learn about textile merchandising.

Beneficiaries : 560

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ERODE - 638107
Department of Business Administration and Business Administration with Computer Applications
A State Level Workshop
On
Textile Merchandising
Certificate of Participation

This is to certify that Mr./Ms. Srinivasan, M.V. of Kongu Arts and Science College has participated in the State Level Workshop on "TEXTILE MERCHANDISING" held on 23.02.2018 at Kongu Arts and Science College (Autonomous), Erode.

HOD - BBA, HOD - BBA(CA), Principal, Correspondent



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



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Dr. N. RAMAN
PRINCIPAL,
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KONGU ARTS AND SCIENCE COLLEGE

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ERODE – 638 107

DEPARTMENT OF BUSINESS ADMINISTRATION (CA)

GUEST LECTURE ON "LAW OF CONTRACT"



KONGU ARTS AND SCIENCE COLLEGE

(Autonomous)

Nanjanapuram, Erode-638 107

**DEPARTMENT OF BUSINESS ADMINISTRATION
WITH COMPUTER APPLICATIONS**

Organizes the

Guest Lecture

On

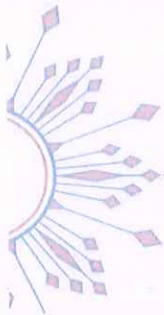
LAW OF CONTRACT

Resource Person

Mr.S.Radhakrishnan,

Advocate,
Erode

Date: 30.01.2018
Venue: PG Seminar Hall



KONGU
Answering the Best

Guest Lecture on "Law of Contract" was organized by the Department of Business Administration with Computer Applications on 30.01.2018. Mr. S. Radhakrishnan, Advocate, Erode acted as the resource person. The session provides on various aspects of the law relating to Contract, types of contract and giving special emphasis on the evolution of contract law in India. The session was highly interactive and better opportunity to learn about law of contract

Beneficiaries: 57 Students



m.vim
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DEPARTMENT OF BUSINESS ADMINISTRATION (CA)

GUEST LECTURE ON MULTIMEDIA 2017-2018

A guest lecture "Multimedia" was organized by the Department of Business Administration with Computer Applications on 30.01.2018. Mr.N.Senthil Kumaran, Director, Department of Computer Application (UG & PG), Vellalar College for Women, Erode acted as the resource person. The Purpose of guest Lecture was to give awareness about use of multimedia in different fields.

Beneficiaries: 57 Students



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