



# **KONGU ARTS AND SCIENCE COLLEGE**

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

**ERODE – 638 107**

**PROGRAM NAME**  
**B.B.A. (CA)**



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**ERODE – 638 107**

**2019-2020**



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# **SYLLABUS**

Sem.	Course Code	RESEARCH METHODS FOR MANAGEMENT	Total Marks: 100		Hours Per Week	Credits
V	17UACCT501		CIA: 25	ESE:75	6	5

**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**

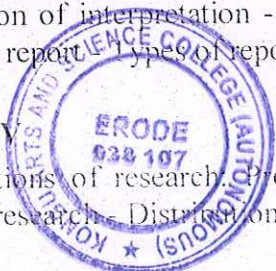
Hypothesis - Concept - Procedure for hypothesis testing - Flow diagram for hypothesis testing - Parametric tests - Z test, T test, F test - Non parametric test - Chi-Square test (simple problems only).

**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**  
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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**

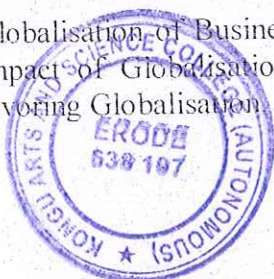
International Investment - Types - Significance - Factors affecting international investment - FDI - Growth - Determinants of FDI - Foreign investment in India - International trade financing - Institutional support for export - EXIM Bank, Export Credit Guarantee Corporation, Export Promotion Council, 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)  
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**TEXT BOOK:**

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

**BOOKS FOR REFERENCE:**

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

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*↓*  
**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.



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PRINCIPAL,  
KONGU ARTS AND SCIENCE COLLEGE  
(AUTONOMOUS)  
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**NOTE: Distribution of Marks – Theory 80%, Problems 20%**

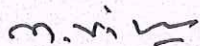
**TEXT BOOK:**

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


**BOOKS FOR REFERENCE:**

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

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**Dr. N. RAMAN**  
 PRINCIPAL,  
 KONGU ARTS AND SCIENCE COLLEGE  
 (AUTONOMOUS)  
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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.

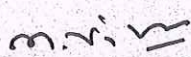
**TEXT BOOK:**

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


**BOOKS FOR REFERENCE:**

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

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 PRINCIPAL,  
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Sem.	Course Code	INDUSTRIAL RELATIONS AND LABOUR LAW	Total Marks: 100		Hours Per Week	Credits
			CIA: 25	ESE:75	5	4
V	17UACET506					

**OBJECTIVE:**

- To equip the students with the concepts of labour laws and industrial relations in order to meet the global competency of growing industries.

**COURSE OUTCOMES:**

At end of the course, students will be able to

- CO1 Understand the disputes and settlement procedure.
- CO2 Gain the knowledge in workers participation in managerial functions.
- CO3 Enable to measure the productivity of the labour.
- CO4 Understand the factories act and provident fund act.
- CO5 Identify the laws related to the welfare of the employees.

**UNIT – I**

Industrial Relations - Meaning relevance - Forms of disputes - Causes, Prevention and settlement of disputes in industrial unrest. Collective bargaining - Meaning - Objectives - Benefits. Conditions and essentials for successful collective bargaining - Negotiation.

**UNIT - II**

Workers participation in Management - Meaning - Objectives - Factors influencing participation. Works committee, Joint management councils - Democratic supervision, employee director, Consultative supervision.

**UNIT – III**

Productivity labour welfare - Concept of productivity - Measurement - Factors affecting productivity. Trade union - Trade union Act 1926 - important provisions, Trade unions at national level.

**UNIT – IV**

Factories Act 1948 - Object, applicability, obligation - Employee's provident fund and miscellaneous provision Act 1952 - Object, applicability, provision.

**UNIT – V**

Employees State Insurance Act 1948 - Provision, applicability, main benefits, etc., - Payment of Gratuity Act 1972 - Scope, applicability, benefits, etc., - Contract labour (Regulation and abolition) Act 1970. Object, applicability, intent, provisions, etc.



Dr. N. RAMAN  
PRINCIPAL,  
KONGU ARTS AND SCIENCE COLLEGE  
(AUTONOMOUS)  
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**TEXT BOOK:**

1. Gurusamy S, Essentials of Financial Services, 3<sup>rd</sup> Edition, 2018, Vijay Nicole Imprints Private Limited, Chennai.


**BOOKS FOR REFERENCE:**

1. Khan M Y, Financial Services, 5<sup>th</sup> Edition, 2009, Tata McGraw Hill Publishing Company, New Delhi.
2. Shanmugam R, Financial Services, 1<sup>st</sup> Edition, 2010, Wiley India, New Delhi.
3. Ravichandran K, Merchant Banking and Financial Services, 2013, Himalaya Publishing House, New Delhi.

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Sem.	Course Code	MANAGERIAL DEVELOPMENT SKILLS	Total Marks: 75		Hours Per Week	Credits
			CIA: 20	ESE:55	4	3
V	17UACSV508					

**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**

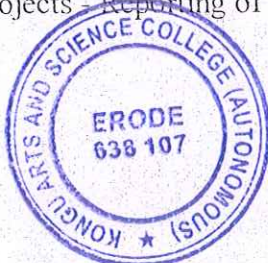
Building Relationship Skills for developing positive interpersonal communication - Importance of supportive communication - Coaching and counselling - Defensiveness and disconfirmation, Principles of supportive communications - Personal interview management.

**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)  
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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,  
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 (AUTONOMOUS)  
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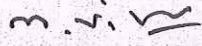
**TEXT BOOK:**

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


**BOOKS FOR REFERENCE:**

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

<b>QUESTION PAPER PATTERN</b>		
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**PRINCIPAL,**  
**KONGU ARTS AND SCIENCE COLLEGE**  
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Sem.	Course Code	MULTIMEDIA	Total Marks: 100		Hours per Week	Credits
VI	17UACCT602		CIA: 25	ESE:75	6	5

**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**

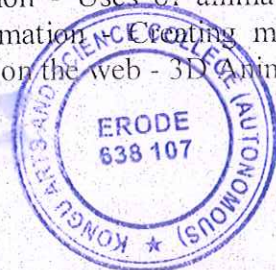
Audio: Introduction - Acoustics - Nature of sound wave - Fundamental characteristics of sound - Elements of audio systems - Audio file formats and CODECs - Audio and multimedia - Audio processing software.


**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  
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**TEXT BOOK:**

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


**BOOKS FOR REFERENCE:**

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

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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,  
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*m.v.i.v*  
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Sem.	Course Code	ORGANIZATIONAL CHANGE AND DEVELOPMENT	Total Marks:100		Hours Per Week	Credits
			CIA: 25	ESE:75		
VI	17UACET604				5	4

**OBJECTIVE:**

- Critically examine the philosophies, values, assumptions and ethical issues associated with organizational paradigms from a change management perspective and to be able to apply organizational development.

**COURSE OUTCOMES:**

At end of the course, students will be able to

- CO1 Understand and analyze different approaches for managing organizational change and understand and utilize the competencies required for effective change management.
- CO2 Devise effective intervention strategies and function as an internal HR consultant to an organization in transition.
- CO3 Critically evaluates, in an organizational development framework, the theoretical and practical links between development models / philosophies.
- CO4 Appreciate the need for a contextual understanding and management of organizational and technological change.
- CO5 Examine the contribution of behavioral social science to the understanding and management of change. Examine ways of improving organizational effectiveness.

**UNIT – I**

Introduction to Organizational Change - Nature of Change - Forces of Change - Reinventing Kurt Levin - Organizational Routines and Mental Models - Change Need Analysis - Content of Change - Types and Styles of Change - Building Capability for Change - Providing Leadership to Change.


**UNIT - II**

Appreciating Change - External Environment as Drivers of Change - Business Cycles, Industry Cycles - Technology and Strategic Change - Industry Evolution and Concentration - Cognition and Organizational Change - Mental Models - Organizational Learning - Senge's Five Disciplines - Business Models and Value Propositions - Refining the Change Agenda.

**UNIT - III**

Introduction to Organizational Development - Definition - Growth and Relevance - Theories of Planned Change - Different Types of Planned Change - Diagnosing Models - Open Systems - Individual Level, Group Level and Organizational Level Diagnosis - Collection and Analysis for Diagnostic Information - Feeding Back the Diagnosed Information.



  
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**UNIT - IV**

Designing organization development interventions - Human process interventions - Coaching - Training and development - Process consultation - Third party intervention and team building - Organization confrontation meeting - Intergroup relations intervention and large group intervention. Techno structural interventions.

**UNIT - V**

HR and Strategic interventions - Performance management - Goal setting - Performance coaching - Appraising and rewarding - Career planning - Workforce diversity interventions - Strategic interventions - Competitive strategies - Collaborative strategies - Organizational transformation - Culture change - Self designing organizations - Learning and knowledge management.

**TEXT BOOK:**

1. Wendell L. French Cecil H. Bell, Organisation Development, 6<sup>th</sup> Edition, 2017, Jr.pearson education, Chennai.

**BOOKS FOR REFERENCE:**

1. Burke W.W, Thousand Oaks, CA Sage, Organization Change: Theory & Practice, 2<sup>nd</sup> Edition, 2008, Sage Publishers, New Delhi.
2. L. Bolman and T. Deal Reframing Organizations: Artistry, Choice, and Leadership, 6<sup>th</sup> Edition, 2017, Audible studios, United States.
3. T. G. Cummings and C. G. Worley, Organization Development and Change, 10<sup>th</sup> Edition, 2013, South Western College Publishing, United States.

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



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**HEAD OF THE DEPARTMENT**  
DEPARTMENT OF BUSINESS ADMINISTRATION (CA)  
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Sem.	Course Code	SERVICES MARKETING	Total Marks: 100		Hours Per Week	Credits
VI	17UACET605		CIA: 25	ESE:75	5	4

**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



  
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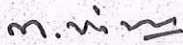
**TEXT BOOK:**

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


**BOOKS FOR REFERENCE:**

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

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Sem.	Course Code	EQUITY RESEARCH AND PORTFOLIO MANAGEMENT	Total Marks: 100		Hours per Week	Credits
VI	17UACET608		CIA:25	ESE:75	5	4

**OBJECTIVE:**

- It will help the students to learn the basics and fundamentals of investment outlets and allocation of assets. The knowledge in this field of security market may help the students to adopt this as a career.

**COURSE OUTCOMES:**

At end of the course, students will be able to

- CO1 Enable the students to understand the fundamentals of investment media.
- CO2 Equip with required skills to know the investment instruments.
- CO3 Gain knowledge on the stock market.
- CO4 Acquire knowledge about security analysis.
- CO5 Enable the students to understand the portfolio management.

**UNIT I**

Concept of investment - Importance - Features of investment - Speculation - Forms of investment - Bank deposits, post office schemes, government securities, mutual fund schemes, provident funds, company deposits, real estate, gold and silver.

**UNIT II**

Investment Instruments - Capital market instruments, Money market instruments - Derivatives - Futures and options. Shares - types and features - Debentures - nature and types, Primary market - Role of NIM, methods of floating new issues.

**UNIT III**

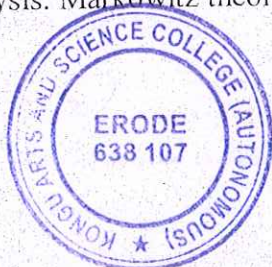
Secondary market – functions - Bombay stock exchange, National stock exchange - Trading practices - security market indicators - Return - Risk - kinds - Role of SEBI.


**UNIT IV**

Security analysis - Fundamental analysis: Economic, industry and company analysis - Technical Analysis – Dow Theory - Types of charts - Important chart patterns.

**UNIT V**

Efficient Market Theory - Random walk theory, Weak form, Semi-strong form and Strong form. Portfolio Analysis: Markowitz theory - Portfolio management.



  
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 PRINCIPAL,  
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 (AUTONOMOUS)  
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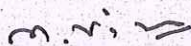
**TEXT BOOK:**

1. Preethi Singh, Investment Management, 14<sup>th</sup> Edition 2006, Himalaya Publishing House, New Delhi.


**BOOKS FOR REFERENCE:**

1. Bhalla V. K, Investment Management, 19<sup>th</sup> Edition, 2008, S. Chand and Company Ltd, New Delhi.
2. Prasanna Chandra, Investment Analysis and Portfolio Management, 5<sup>th</sup> Edition, 2017, McGraw Hill Education, New Delhi.
3. Dr. Avadhani. V.A, Security Analysis and Portfolio Management, 10<sup>th</sup> Edition, 2014, Himalaya Publishing House, New Delhi.

QUESTION PAPER PATTERN		
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Sem.	Course Code	RETAIL MANAGEMENT	Total Marks: 100		Hours Per Week	Credits
VI	17UACET609			CIA: 25	ESE:75	4

**OBJECTIVE:**

- On successful completion of the course the students should have: understood the features of retailing, learn the theories of retail development, learn retail development in India and global retail markets.

**COURSE OUTCOMES:**

At end of the course, students will be able to

- CO1 Identify and understand basic theories, principles, practices and terminology related to each functional area of business.
- CO2 Understand the ways that retailers use marketing tools and techniques to interact with their customers.
- CO3 Understand the strategic planning for retailing.
- CO4 Gain the knowledge in changes in retail business in India.
- CO5 Develop the strategic planning process in retailing

**UNIT I**

Retail: Meaning - Functions and special characteristics of a retailer - Reasons for studying. Retailing marketing - Retailer Equation - Marketing concepts applied to retailing - Retailing as a career - Trends in retailing.

**UNIT II**

Retail model and theories of retail development - Life cycle and phases in growth of retail markets - Business models in retail - Other retail models.

**UNIT III**

Strategic planning in retailing: Situation analysis - Objectives - Need for identifying consumer needs - Overall strategy, feedback and control - consumer decision-making process.


**UNIT IV**

Retail in India: Evolution and size of retail in India - Drivers of retail change in India - Foreign direct investment in retail - Challenges faced by the retailers.

**UNIT V**

Global retail markets: Strategic planning process for global retailing - Challenges facing global retailers - Challenges and threats in global retailing - Factors affecting the success of a global retailing strategy.



  
**Dr. N. RAMAN**  
 PRINCIPAL,  
 KONGU ARTS AND SCIENCE COLLEGE  
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**TEXT BOOK:**

1. Gibson.V and Vedamani Retail Management, 4<sup>th</sup> Edition, 2006, Jaico Publishing House, Mumbai.


**BOOKS FOR REFERENCE:**

1. Swapna Pradhan, Retailing Management - Text and Cases, 2<sup>nd</sup> Edition, 2004, Tata McGraw Hill, New Delhi.
2. Barry Berman and Joel R Evans, Retailing Management, A Strategic Approach, 8<sup>th</sup> Edition, 2002 Prentice Hall of India, New Delhi
3. James R. Ogden, Denise Ogden - Integrated, Retail Management, 1<sup>st</sup> Edition, 2005, Biztantra Publication, New Delhi

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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  
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M. V. V.  
HEAD OF THE DEPARTMENT  
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# **KONGU ARTS AND SCIENCE COLLEGE**

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

**ERODE – 638 107**

# **ACTIVITIES**



# KONGU ARTS AND SCIENCE COLLEGE

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DEPARTMENT OF BUSINESS ADMINISTRATION (CA)

**GUEST LECTURE ON "MARKETING IN VUAC WORLD"**



**KONGU ARTS AND SCIENCE COLLEGE**

(Autonomous)

Nanjanapuram, Erode-638 107

**DEPARTMENT OF BUSINESS ADMINISTRATION  
WITH COMPUTER APPLICATIONS**

Organizes the Guest Lecture

On

**MARKETING IN VUAC WORLD**

**Resource Person**

**Dr. S.Muralidhar**

Assistant professor,

Department of commerce and Management Studies,  
Jain Deemed to be University,  
Bangalore.

Date: 05.10.2019

Venue: PG SEMINAR HALL

**KONGU**  
Assessing the Best

A Guest Lecture on "Marketing in VUAC world "was organized by the Department of Business Administration with Computer Applications on 5.10.2019. Dr.S Muralidhar, Assistant professor, Department of commerce and Management Studies, Jain Deemed to be University, Bangalore acted as the resource person. The session provides on importance of Marketing in VUAC world, Challenges and solutions marketing in VUAC world .The session was highly interactive and better opportunity to learn about Marketing in VUAC world

**Beneficiaries: 62 Students**



*m.v.u*  
**HEAD OF THE DEPARTMENT  
DEPARTMENT OF BUSINESS ADMINISTRATION (CA)  
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(AUTONOMOUS)  
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# KONGU ARTS AND SCIENCE COLLEGE

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## Department of Business Administration with (CA)

### BRIDGE COURSE



A bridge course is for newly admitted students are conducted before the commencement of the first semester classes. The main objective of the course is to bridge the gap between subjects they would be studying in Graduation. The syllabus for the course is framed in such a way that they get basic knowledge on the subjects whom they would be learning through graduation. A bridge course program was organized by the Department of Business Administration with Computer Applications on 12.07.2019 Ms.G.Manju, Associate professor and Mr.M.Chandru Assistant professor, Department of BBA(CA) handled the sessions.



**Beneficiaries: 57 Students**

*m.viv*  
**HEAD OF THE DEPARTMENT**  
**DEPARTMENT OF BUSINESS ADMINISTRATION (CA)**  
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**PRINCIPAL,**  
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# KONGU ARTS AND SCIENCE COLLEGE

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DEPARTMENT OF BUSINESS ADMINISTRATION (CA)

## PERSONALITY DEVELOPMENT PROGRAMME

KONGU ARTS AND SCIENCE COLLEGE  
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DEPARTMENT OF BUSINESS ADMINISTRATION  
WITH COMPUTER APPLICATIONS  
organizes

**PERSONALITY DEVELOPMENT  
PROGRAMME**

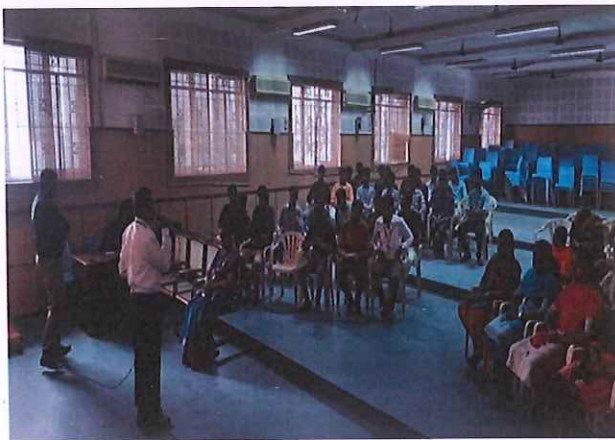
Resource Person  
**Mr. M. Shanmugasundram**  
Psychologist and Trainer,  
Phoenix Training Academy, Erode

Date : 13.02.2020  
Venue: PG SEMINAR HALL

**KONGU**  
Assuring the Best

One day Personality Development Programme was conducted for III Year BBA (CA) students on 13.02.2020 by Mr. M. Shanmugasundram, Psychologist and Trainer, Phoenix Training Academy, Erode. This was a session in which importance of communication, body language, etiquettes, personal grooming was taught to the students. The students had received the information about the importance of soft skills and its demand in the current scenario besides equipping them with the knowledge on the utilization of it in the professional courses. This programme provides an opportunity for the students to gain confidence and high self-esteem through various management games and activities.

**Beneficiaries: 60 students**



*m.vim*  
**HEAD OF THE DEPARTMENT**  
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*Dr. N. RAMAN*  
**Dr. N. RAMAN**  
PRINCIPAL,  
KONGU ARTS AND SCIENCE COLLEGE  
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# KONGU ARTS AND SCIENCE COLLEGE

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DEPARTMENT OF BUSINESS ADMINISTRATION (CA)

## GUEST LECTURE ON CONSUMER DYNAMICS



**KONGU ARTS AND SCIENCE COLLEGE**

(Autonomous)

Nanjanapuram, Erode - 638 107

**DEPARTMENT OF BUSINESS ADMINISTRATION  
WITH COMPUTER APPLICATIONS**

Organizes the Guest Lecture

On

### CONSUMER DYNAMICS



**Resource Person**

**Dr. R. Seranmadevi**

Professor,  
School of Management,  
VelTech, Chennai.

Date: 14.08.2019

Venue: BBA CA CLASSROOM



A Guest lecture on Consumer Dynamics was organised for III Year BBA (CA) students on 14.08.2019 by Dr. R. Seranmadevi, Professor, School of Management, VelTech, Chennai. The lecture focus on the impact of various factors on consumer behaviour, levels of consumer decision making process. She explained the concept of consumer behaviour as well as the various consumer behaviour theories, The session also focused on how these aspects of various consumer behaviour theories affect us in our daily lives. The marketing mix and product lines were discussed briefly in the session with realistic examples. The session helped our students to understand and implement the concepts practically.

**Beneficiaries: 60 students**



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PRINCIPAL,  
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## KONGU ARTS AND SCIENCE COLLEGE

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DEPARTMENT OF BUSINESS ADMINISTRATION(CA)


### TWO DAYS ONLINE MANAGEMENT DEVELOPMENT PROGRAMME FOR NON COMMERCE AND MANAGEMENT FACULTY AND STUDENTS



**KONGU ARTS AND SCIENCE COLLEGE**  
**AUTONOMOUS**  
AFFILIATED TO BHARATHIAR UNIVERSITY  
APPROVED BY AICTE AND UGC FOR 2(F) AND 12(B) STATUS  
RE-ACCREDITED BY NAAC, AN ISO 9001 : 2015 CERTIFIED  
INSTITUTION  
NANJANAPURAM, ERODE - 638 107

DEPARTMENT OF BUSINESS ADMINISTRATION  
WITH COMPUTER APPLICATIONS

Organises a two days Online Management Development  
Programme for non commerce and management faculty  
and students



**TOPIC: FINANCE FOR  
NON FINANCE  
EXECUTIVES**

Finance for  
**Non Finance**  
Executives

**DATE: 15TH AND 16TH  
MAY 2020**

*Stay home Stay safe*

**REGISTRATION LINK:**  
[HTTPS://FORMS.GLE/PJ3FSGE5YA50IQMA](https://forms.gle/PJ3FSGE5YA50IQMA)

**KONGU**  
Assessing the Best

Two days online Management Development Programme for non commerce and management faculty and students was organized by the Department of Business Administration with Computer Applications on 15.05.2020 to 16.05.2020. The aim of the programme was to provide inputs about finance for non-finance is designed to explain the key concepts of finance, including the tools and techniques as well and this is specifically designed for non-finance managers so that it can help them in taking business decisions. There are some important techniques of finance which should be known by every non-finance manager like; ratio analysis, budgeting, and some finance forecasting techniques as well. It also includes various areas which can be used at different places for different kind of decisions like; Management accounting, cost accounting, financial accounting, etc. The result comes out to be, the session was fruitful and knowledge of the faculty and students was also enhanced.

#### Beneficiaries

**No. of Students: 100**

*m.vim*  
**HEAD OF THE DEPARTMENT**  
DEPARTMENT OF BUSINESS ADMINISTRATION (CA)  
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**Dr. N. RAMAN**  
PRINCIPAL,  
KONGU ARTS AND SCIENCE COLLEGE  
(AUTONOMOUS)  
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# KONGU ARTS AND SCIENCE COLLEGE

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## DEPARTMENT OF BUSINESS ADMINISTRATION (CA)

### "IN PLANT TRAINING PRESENTATIONS"



**KONGU ARTS AND SCIENCE COLLEGE  
(AUTONOMOUS)**

Nanjanapuram, Erode-638107



### Department of BBA(CA)

Founding a Platform for

### In Plant Training Presentations

for

### III BBA(CA) Students

Date: **18.07.2019**

Time: **09.30 AM**

Venue : **III BBA(CA) Class Room**



An In plant training presentation session was organized for III year students on 18.07.2019. It provides practical knowledge to the students and explained how the industry works. It will expose the students to actual working environment and enhance their knowledge and skill from what they have learned in the college.

**Beneficiaries: 61 Students.**



*m.vijay*  
**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)

### ONE DAY NATIONAL LEVEL WEBINAR ON STRATEGIES FOR INVESTMENT IN CAPITAL MARKETS DURING LOCKDOWN

**KONGU ARTS AND SCIENCE COLLEGE**  
(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)  
Erode - 638 107.

**DEPARTMENT OF BUSINESS ADMINISTRATION  
WITH COMPUTER APPLICATIONS**

**Organizes  
One Day National Level Webinar  
On  
Strategies for Investment in Capital  
Markets during Lockdown**

**Resource Person**  
**Dr. K. PRABHAKARAN, MBA, M.Phil, PGDMM, Ph.D.**  
Faculty - Finance & Accounting

Date: 20.05.2020  
Time: 11.00 A.M

ZOOM ID:  
Password:

**Registration Link:**

**Note: E-Certificate will be provided to all the participants**

A one day national level webinar on "Strategies for Investment in Capital Markets during Lockdown" was organized by the Department of Business Administration with Computer Applications on 20.05.2020. Dr.K.Prabhakaran acted as the resource person. The aim of the programme was to make students to get profound knowledge about the capital market investment strategies that can facilitate them to develop innovative investment strategies. The resource person made the session curious with anecdotes.

**Beneficiaries:**

**178 Students**

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



*[Signature]*  
**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)

### ASSOCIATION INAUGURATION



Association was Inaugurated for BBA (CA) on 24.06.2019. Chief Guest was Dr.K.Kandappan, Dean, Student Support Services, Sri Ramakrishna Mission Vidyalaya College of Arts and Science Coimbatore.

The department has a vibrant and active association. Students are encouraged to participate in various activities of the association. These include Students' Seminars (talks by students on their topics of interest related to Business and Entrepreneurs), In addition, experts from diverse fields of research as well as alumni are invited to give talks on their field of expertise.

**Beneficiaries: 179 Students**



*m.v.m*  
**HEAD OF THE DEPARTMENT**  
DEPARTMENT OF BUSINESS ADMINISTRATION (CA)  
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(AUTONOMOUS)  
ERODE - 638 107.



*N. Raman*  
**Dr. N. RAMAN**  
PRINCIPAL.  
KONGU ARTS AND SCIENCE COLLEGE  
(AUTONOMOUS)  
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# KONGU ARTS AND SCIENCE COLLEGE

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ERODE – 638 107

## DEPARTMENT OF BUSINESS ADMINISTRATION (CA)

### Guest Lecture On "ONLINE PROMOTION STRATEGIES"




**KONGU ARTS AND SCIENCE COLLEGE**  
(AUTONOMOUS)  
Nanjanapuram, Erode-638107




**Department of BBA(CA)**  
organizes a  
**Guest Lecture on**  
**Online Promotion Strategies**

RESOURCE PERSON:  
**Mr.Dhariq,**  
**Developer,**  
**SKP Title Search,**  
**Erode.**

Date: 25.02.2020  
Time: 09:30 AM  
Venue : II BBA(CA) Class Room

  
Assuring the Best




Guest Lecture on "Online promotion Strategies" was organized by the Department of Business Administration with Computer Applications on 25.02.2020. Mr.Dhariq, Developer, SKP Title Search, Erode acted as the resource person. The session provides on various aspects of online promotion strategies, steps in online strategies, online store promotion ideas and marketing strategies for online business. The sessions were highly benefited and help to learn about online promotion strategies.

**Beneficiaries: 63 Students**



*m.viv*  
**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



# KONGU ARTS AND SCIENCE COLLEGE

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

ERODE – 638 107

DEPARTMENT OF BUSINESS ADMINISTRATION (CA)

## GUEST LECTURE ON TALLY



**KONGU ARTS AND SCIENCE COLLEGE**

(Autonomous)

Nanjanapuram, Erode - 638 107

**DEPARTMENT OF BUSINESS ADMINISTRATION  
WITH COMPUTER APPLICATIONS**

ORGANIZING

GUEST LECTURE

on

**TALLY**

BY



**ETS ACADEMY,**

159, Amman Complex, II Floor,

Mettur Road, Near Hotel Regency,

Erode - 638011



A one day Guest Lecture on "Tally" was organized by the Department of Business Administration with Computer Applications on 26.07.2019. ETS Academy, Erode handled the session. The aim of the programme was to make students to get profound knowledge about the Tally software that can facilitate them to understand the career opportunities in audit. The resource person made the session curious with anecdotes.

**Beneficiaries**

**No. of Students: 123**



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



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



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## GUEST LECTURE ON LET US ..



**KONGU ARTS AND SCIENCE COLLEGE**

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DEPARTMENT OF BUSINESS ADMINISTRATION  
WITH COMPUTER APPLICATIONS

Organizes the Guest Lecture  
On

**"LET US"**

Resource Person

**Lion. Dr. Maheswari Madhan**

Proprietor,  
Universe Investments, Erode

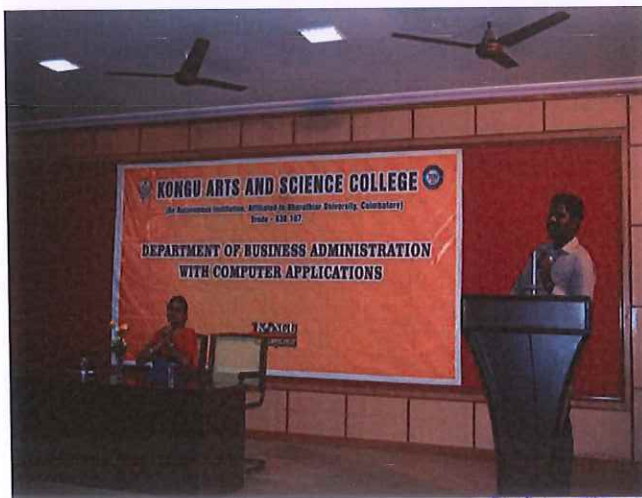
Date: 28.01.2020

Venue: PG SEMINAR HALL



A Guest Lecture on "Let us..." was conducted for the I year BBA (CA) on 28.01.2020 by Lion Dr. Maheswari Madhan, Proprietor, Universe Investments, Erode. The lecture began with the introduction of basic financial concepts. The guest faculty briefed the students on the general aspects of financial management. She also spoke in detail on the various investment avenues available for the investors. The objective of the lecture was to make students aware about general aspects of financial management and IPO investment in India. She highlighted the importance of savings which in turn leads to investment, as Investing instills a sense of financial discipline which should be developed as a habit of setting aside a particular amount of money every month or every year towards investment.

Beneficiaries: 55 students



*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.



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DEPARTMENT OF BUSINESS ADMINISTRATION (CA)

**GUEST LECTURE ON MULTIMEDIA 2019-2020**

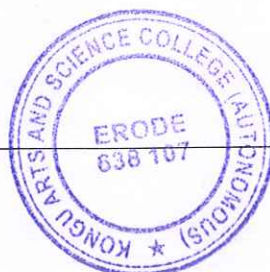


A guest lecture on "Multimedia" was organized by the Department of Business Administration with Computer Applications on 29.01.2020. Mr.N.Senthil Kumaran, Director, Department of Computer Application (UG & PG), Vellalar College for Women, Erode acted as the resource person. The Purpose of guest Lecture was to give awareness about use of multimedia in business.

**Beneficiaries: 61 Students**



*m.vim*  
HEAD OF THE DEPARTMENT  
DEPARTMENT OF BUSINESS ADMINISTRATION (CA)  
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*Dr. N. RAMAN*  
PRINCIPAL.  
KONGU ARTS AND SCIENCE COLLEGE  
(AUTONOMOUS)  
NANJANAPURAM, ERODE - 638 107.