



# **KONGU ARTS AND SCIENCE COLLEGE**

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

**ERODE – 638 107**

**PROGRAM NAME**

**B.B.A.**



# **KONGU ARTS AND SCIENCE COLLEGE**

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

**ERODE – 638 107**

**2019-2020**



# **KONGU ARTS AND SCIENCE COLLEGE**

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

**ERODE – 638 107**

# **SYLLABUS**

Sem.	Course Code	INTERNATIONAL BUSINESS	Total Marks: 100		Hours per Week	Credit s
			CIA: 25	ESE:75		
V	17UABCT502				6	4

**OBJECTIVE(S):**

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

**COURSE OUTCOMES:**

- CO1 Enable the students to understand the various modes of entering global market.  
 CO2 Impart the learners about 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 globalization.

**UNIT - I**

International Business – Types - Stages - International Orientations – International Business Decisions – Drivers and Retainers of Globalization – Social Responsibilities of Business – Responsibilities of Different Sections.

**UNIT - II**

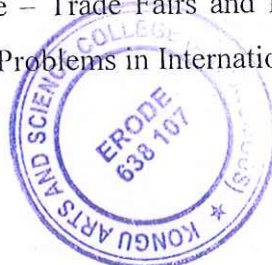
International Business Environment – Social/Cultural - Demographic – Political – Regulation – Technological Environment – International Trading – Strategies – Trade Blocks - GATT – WTO – Functions – Principles – Benefits – Criticisms of WTO.

**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 – ECGC- Export Promotion Councils – Indian Institute of Foreign Trade – Indian Trade Promotion Organisation.

**UNIT - IV**

International Promotion - Strategies – Major Decisions in International Marketing Communication – Role – Trade Fairs and Exhibitions - Personal Selling in International Marketing – Process – Problems in International Marketing Communication.



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**UNIT - V**

Globalization of Business – Essentials – Strategic Advantages – Obstacles – Implications and Impact of Globalization – Comparison Between The Old and New Globalization- Factors Favouring Globalization.

**TEXT BOOK:**

Francis Cherunilam, International Business, Prentice, Hall of India Private Limited, New Delhi, Fifteenth Edition, 2016

**REFERENCE BOOKS:**

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

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	COST AND MANAGEMENT ACCOUNTING	Total Marks: 100		Hours Per Week	Credits
V	17UABCT504		CIA: 25	ESE: 75	5	4

**OBJECTIVE(S):**

On successful completion of this course, the students could understand the basis of cost and management accounting, Cost sheet, Material issues, Labour cost, financial statement analysis, Ratio analysis, Fund flow and Cash flow statement.

**COURSE OUTCOMES:**

- CO1 Able to apply management accounting techniques for the effective operations of the organizations.
- CO2 Demonstrate the mastery of costing systems, cost management systems, budgeting systems and performance measurement systems.
- CO3 Capable of evaluating the costs and benefits of different conventional and contemporary costing systems.
- CO4 Learn within teams - to co-operate with team members, to assume leadership and to manage differences and conflicts.
- CO5 Learners know evaluate complex ideas and to tolerate ambiguity in managerial and organisational problem - solving.

**UNIT-I**

Cost Accounting: Meaning and definition – Scope – Objectives – Functions – Merits and Demerits of Cost Accounting – Methods of Costing – Technique of Costing – Classification of Cost – Cost unit – Cost centre – Elements of Cost. Distinction between financial accounting and cost accounting.

Management Accounting: Meaning and definition – Scope – Objectives – Functions – Merits and Demerits of Management Accounting – Management accounting Vs cost accounting, Management accounting Vs Financial accounting.

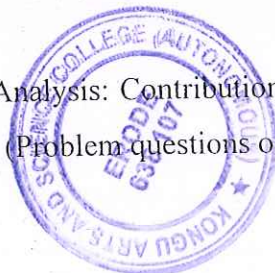
**UNIT – II**

Preparation of cost sheet – Tenders and Quotations – Pricing of materials issues: FIFO, LIFO Simple average method and weighted average method. (Problem questions only)

**UNIT – III**

Methods of Wage Payment – Time Rate and Piece Rate – Taylor's and Merrick's differential piece rate systems – Incentive Schemes – Halsey Premium Plan – Rowan Bonus Plan.

Cost Volume Profit (CVP) Analysis: Contribution, Break Even Point, Profit Volume ratio or MCSR, Margin of Safety. (Problem questions only)



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**UNIT – IV**

Financial Statement Analysis – Preparation of Comparative and Common Size Statements – Analysis and Interpretation. Ratio analysis – Classification of Ratios – Profitability Ratios – Turnover Ratios – Solvency Ratios – Construction of Balance Sheet Through Ratios.  
(Problem questions only)

**UNIT – V**

Preparation of Fund flow statement and Cash flow statement. (As per AS-3)  
(Problem questions only)

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

**TEXT BOOK:**

T.S.Reddy & Y.Hari Prasad Reddy, “Cost and Management Accounting”, Margham Publication, Chennai, Third Edition, 2016.

**REFERENCE BOOKS:**

1. Shashi K.Gupta, R.K.Sharma, “Cost and Management Accounting”, Kalyani Publishers, New Delhi, 6<sup>th</sup> Edition, 2012.
2. M.N.Arora, “Cost and Management Accounting, Theory, Problems & Solutions”, Himalaya Publishing House, New Delhi, Fourth Revised Edition, 2015.
3. S.P.Jain, K.L.Narang, “Cost Accounting”, Kalyani Publishers, New Delhi, 2018. Edition, 2018.
4. CA Sharad K.Maheshwari, Dr.S.N.Maheshwari, “Principles of Management Accounting”, Sultan Chand & Sons, New Delhi, 17<sup>th</sup> revised Edition, Reprint, 2018.
5. Prof H.J.Ghosh Roy, Dr.A.K.Singhal, “A Text Book of Accounting for Managers”, Vayn Education of India, New Delhi, 3<sup>rd</sup> Edition, 2011.

<b>QUESTION PAPER PATTERN</b>		
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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	17UABET506					

**OBJECTIVE(S):**

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:**

- CO1 Learners will understand the disputes and settlement procedure in industry.  
 CO2 Students can gain the knowledge about workers participation related to managerial functions.  
 CO3 Enable to measure the productivity of the labour.  
 CO4 Learners can understand the factories act and provident fund act.  
 CO5 Able to 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 and 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 and 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.



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**TEXT BOOK:**

B.Nandhakumar , “Industrial Relations Labour Welfare and Labour Laws” -Vijay Nicole Imprints Pvt. Ltd. Chennai, 1<sup>st</sup> Edition, 2014.

**REFERENCE BOOKS:**

1. Fossum, J.A. Labour Relations—Development, Structure, Process, Irwin McGraw – Hill, New Delhi, 1999.
2. Farnham, D. and Pimlott, J, Understanding Industrial Relations, Cassell Education Ltd, London, 4<sup>th</sup> Edition, 1993.
3. Katz, H.C., Kochan, T.A and Colwin A.J, “An Introduction to Collective Bargaining and Industrial Relations, Irwin McGraw-Hill, New Delhi, 6<sup>th</sup> Edition, 2008.
4. Salamon Michael, Industrial Relations: Theory and Practice, Prentice-Hall, United States, 3<sup>rd</sup> Edition, 1987.

QUESTION PAPER PATTERN		
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Sem.	Course Code	FINANCIAL SERVICES	Total Marks: 100		Hours Per Week	Credits
			CIA: 25	ESE:75	5	4
V	17UABET507					

**OBJECTIVE(S):**

This course is intended to familiarize the students with various financial services and their role in the financial system.

**COURSE OUTCOMES:**

- CO1 Help the students to appreciate and understand how merchant banking and NBFC operate.
- CO2 Able to understand the concepts of hire purchase and leasing.
- CO3 Students have learned the basic functions and performance of mutual funds.
- CO4 Gain knowledge about the various financial services.
- CO5 Gain practical knowledge on merger and acquisitions.

**UNIT - I**

Merchant Banking: Functions - Categories of merchant bankers - Modes of raising capital from Domestic and foreign markets - Raising short term funds - Recent developments in the capital markets - Merchant banking in India - SEBI guidelines on obligations and responsibilities of Merchant bankers. NBFCs – Types – Functions - Regulation of NBFC's in India.

**UNIT- II**

Hire Purchase: Concept - Rights of hirer - Evaluation of hire purchase proposals. Leasing - Overview - Tax aspects - Lease accounting - Types of leases - Benefits of leasing- Rights and obligations of Lessor and lessee - Evaluation of leasing proposals - Lease financing Vs hire purchase financing.

**UNIT- III**

Mutual funds: operations types - Mechanics of mutual fund operations - Performance measure of a mutual fund - Regulation - AMC, function, working mechanism - Operational efficiency of mutual fund - SEBI guidelines for mutual funds.

**UNIT- IV**

Other financial services: Venture capital – Angel Investors - Bill discounting - Factoring and forfeiting - Credit rating - Asset securitization - Securitization in India – Depositories; Role of depositories in the capital market.



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**UNIT- V**

Mergers and acquisitions: Merger, meaning, types, acquisitions - SEBI code on takeover  
 – Valuation of stocks – Swap ration- EPS calculation - Business failures and reorganizations.

**TEXT BOOK:**

Gurusamy S, Essentials of Financial Services, Vijay Nicole Imprints Private limited, Chennai, Third Edition, 2018

**REFERENCE BOOKS:**

1. Khan M Y, Financial Services, Tata McGraw Hill Publishing Company, New Delhi, Fifth Edition, 2009.
2. Shanmugam R, Financial Services, Wiley India, New Delhi, First Edition, 2010.
3. Ravichandran K, Merchant Banking and Financial Services, Himalaya Publishing House, New Delhi, 2013.

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Sem.	Course Code	MANAGERIAL SKILL DEVELOPMENT	Total Marks: 75		Hours Per Week	Credits
			CIA: 20	ESE:55		
V	17UABSV508				3	3

**OBJECTIVE(S):**

To assist the students in learning the managerial skills and in improving their problem solving ability and analytical skills.

**COURSE OUTCOMES:**

- 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 in 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 work Skills development and skill application. Communication - How to make oral presentations, conducting meetings - reporting of projects - reporting of case analysis - answering in Viva

W. V. S. Assignment writing.



Sem.	Course Code	BRAND MANAGEMENT	Total Marks: 100		Hours Per Week	Credits
			CIA: -	ESE:100		
V	17UABAL509				-	2

**OBJECTIVE(S):**

To assist the students to learn brand management methods and models.

**COURSE OUTCOMES:**

- CO1 Understand key principles of branding.  
 CO2 Able to know the branding concept.  
 CO3 Understand and conduct the measurement of brand equity and brand performance.  
 CO4 Practically develop a brand, including positioning and communication.  
 CO5 Prepare a professional, logical and coherent report in the form of a brand audit.

**UNIT - I**

Brand Management: Introduction-Meaning - Essentials for The Success of Brands – Brand Evolution – Brand Perspective - Anatomy of Brand- Types of Brand Names - Functions of Brand.

**UNIT - II**

Brand Power: Meaning – Characteristics – Brand Associations: Meaning – Role and Functions – Kinds of Brand Associations – Essentials of Superior Brand Strategy.

**UNIT - III**

Brand Equity: Meaning – Brand Equity Model – Brand Image: Definition –Dimensions of Brand Image – Brand Knowledge Structure – Customer Response – Brand Loyalty: Meaning – Importance – Levels of Brand Loyalty.

**UNIT - IV**

Meaning of brand identity – Brand identity perspectives – Levels of brand identity- Brand positioning- meaning – Brand checks – Brand positioning strategies.

**UNIT – V**

Brand extensions: Meaning – Reasons – Risks in line extensions – Benefits of brand extensions – Types of brand extensions - Steps in brand extensions.

**TEXT BOOK:**

Kevin lane Keller, Strategic Brand Management- Building, Measuring and Managing Brand Equity, Pearson Education, 2<sup>nd</sup> Edition, 2012

**REFERENCE BOOKS:**

1. Y.L.R.Moorthy - Brand Management the Indian context, Sultan Chand publishers, First Edition, 2003.
2. Alexander Chernev, Strategic Brand Management, Cerebellum Press, 2<sup>nd</sup> Edition, 2017.



Sem.	Course Code	CUSTOMER RELATIONSHIP MANAGEMENT	Total Marks: 100		Hours Per Week	Credits
			CIA: -	ESE:100	-	
V	17UABAL510					2

**OBJECTIVE(S):**

To train the students to implement customer relationship management in business strategy and to simplify marketing and sales process in order to provide better customer service.

**COURSE OUTCOMES:**

- CO1 Learn the value of a relationship management strategy.
- CO2 Able to develop the process of customer relationship management.
- CO3 Gain the basic knowledge in sales force automation.
- CO4 Gathering knowledge about online trading systems.
- CO5 Review several features and benefits of various CRM systems.

**UNIT - I**

Relationship marketing: Meaning - Features - Objectives - Methods - Advantages and disadvantages of relationship marketing - Customer life cycle: Introduction - Stages of customer life cycle.

**UNIT - II**

Meaning of Customer Relationship Management - Objectives - Evolution of CRM - elements of CRM - Process of CRM - Types of CRM.

**UNIT - III**

Sales force automation: Meaning - Features - SFA ecosystem - SFA functionalities - Benefits of SFA - Contact management: Concept - Objectives of contact management.

**UNIT - IV**

Enterprise marketing management: Features and applications of enterprise marketing management - E-mail marketing - Types - Elements of EMM - Functions of EMM.

**UNIT - V**

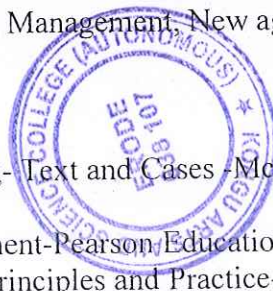
Customer value: Concept of customer value - Classification of customer value - Customer value delivery process - Customer value chain - Benchmarks in CRM - Classification of benchmarking.

**TEXT BOOK:**

R.K.Suganthi, Customer Relationship Management - New age publishers, First Edition, 2005.

**REFERENCE BOOKS:**

1. S.Shajahan-Relationship marketing- Text and Cases - McGraw HILL, Second Reprint 1997.
2. Philip Kotler -Marketing Management-Pearson Education, Fifteenth Edition, 2015
3. D.S.N.Pillai -Modern Marketing Principles and Practice- Margham publications, 2010



Sem.	Course Code	ENTREPRENEURSHIP AND PROJECT MANAGEMENT	Total Marks: 100		Hours Per Week	Credits
			CIA: 25	ESE: 75	6	5
VI	17UABCT601					

**OBJECTIVE(S):**

On successful completion of this course, the students could understand entrepreneurship development process, Project management, Institutional support to Entrepreneurs.

**COURSE OUTCOMES:**

- 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 entrepreneurs 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 - Role and responsibilities of project manager.

**UNIT - IV**

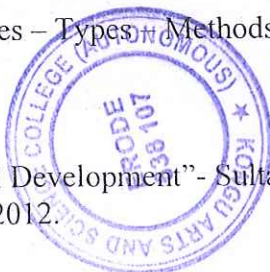
Project identification - Selection-project formulation - Contents of project report - Planning commission guidelines for formulating a project - Specimen of a project report.

**UNIT - V**

Source of finance for a project - Institutions providing financial support for entrepreneurs –  
Project evaluation - Objectives – Types, Methods (Theory Only).

**TEXT BOOK:**

S.S.Khanka “Entrepreneurial Development”- Sultan Chand & Sons, New Delhi, and Nineteenth revised Edition, 2012.




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**REFERENCE BOOKS:**

1. C.B.Gupta & N.P.Srinivasan "Entrepreneurial Development"-Sultan Chand and Sons, New Delhi, Edition, 2015.
2. S.Choudhury "Project Management", Tata McGraw-Hill, New Delhi, 31<sup>st</sup> reprint, 2008.
3. Denis Lock "Project Management"- Gower Publishing Limited, United Kingdom, 9<sup>th</sup> Edition, 2007.

QUESTION PAPER PATTERN		
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Sem.	Course Code	ORGANIZATIONAL CHANGE AND DEVELOPMENT	Total Marks: 100		Hours Per Week	Credits
			CIA: 25	ESE:75		
VI	17UABET604				5	4

**OBJECTIVE(S):**

Critically examine the philosophies, values, assumptions and ethical issues associated with the organizational paradigms.

**COURSE OUTCOMES:**

- CO1 Understand and analyze different approaches to manage organizational change 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 evaluate, in an the theoretical and practical links between development models / philosophies in an organizational development framework.
- CO4 To appreciate the need for a contextual understanding and management of the 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**

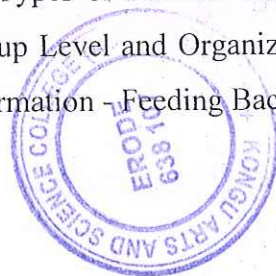
Introduction to Organizational Change - Nature of Change - Forces of Change - Reinventing Kurt Levin - Organizational Routines and Mental Models - Change Need Analysis - Content of Change - Types and Styles of Change - Building Capability for Change - Providing Leadership to Change.

**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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Sem.	Course Code	EQUITY RESEARCH AND PORTFOLIO MANAGEMENT	Total Marks: 100		Hours Per Week	Credits
			CIA: 25	ESE:75		
VI	17UABET608				5	4

**OBJECTIVE(S):**

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

**COURSE OUTCOMES:**

- CO1 Enable the students to understand the fundamentals of investment media.
- CO2 Equip the learners with required skills to know the investment instruments.
- CO3 Gain knowledge of 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**

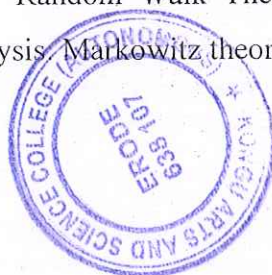
Secondary market – functions, Bombay Stock Exchange, National Stock Exchange – Trading practices, security market indicators, Return – Risk – Kinds – Role of SEBI.

**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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**TEXT BOOK:**

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

**REFERENCE BOOKS:**

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

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



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

Sem.	Course Code	CAMPUS TO CORPORATE	Total Marks: 75		Hours Per Week	Credits
			CIA: 20	ESE:55	4	3
VI	17UABSV610					

**OBJECTIVE(S):**

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

**COURSE OUTCOMES:**

- CO1 Students can understand various types of etiquettes.
- CO2 Students can learn to dress at corporate level.
- CO3 Enable the students for different sources of e-communication.
- CO4 Enable students to 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**

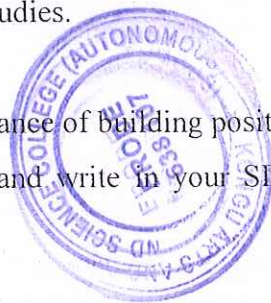
E-communication: Students are expected to have an email id and work with groups - make mail attachments, join professional groups in social networks - download and upload files using virtual memory – E-mail Etiquette – Overcoming problems in e-mail communication – Use of electronic devices in modern 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 enumerate ways to nurture your positive attitude.





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# **ACTIVITIES**



# KONGU ARTS AND SCIENCE COLLEGE

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**ERODE – 638 107**

## Department of Business Administration


Motivation and Career Planning – 14<sup>th</sup> August 2019

The Department of Business Administration had organized one day Personality Development Programme on 14.08.2019. Ms.M.Kavitha, Assistant Professor, Department of Business Administration welcomed the gathering. Mr.Erode Kathir, Human resource development trainer, Orator and writer was the resource person. He made the students to aware about their self and help them to improve focus and effectiveness. The session was really motivating and strengthens the confidence of the students. 110 students got trained and helps them to improve their knowledge. Ms.S.Deepa, Assistant Professor, Department of Business proposed vote of thanks.



  
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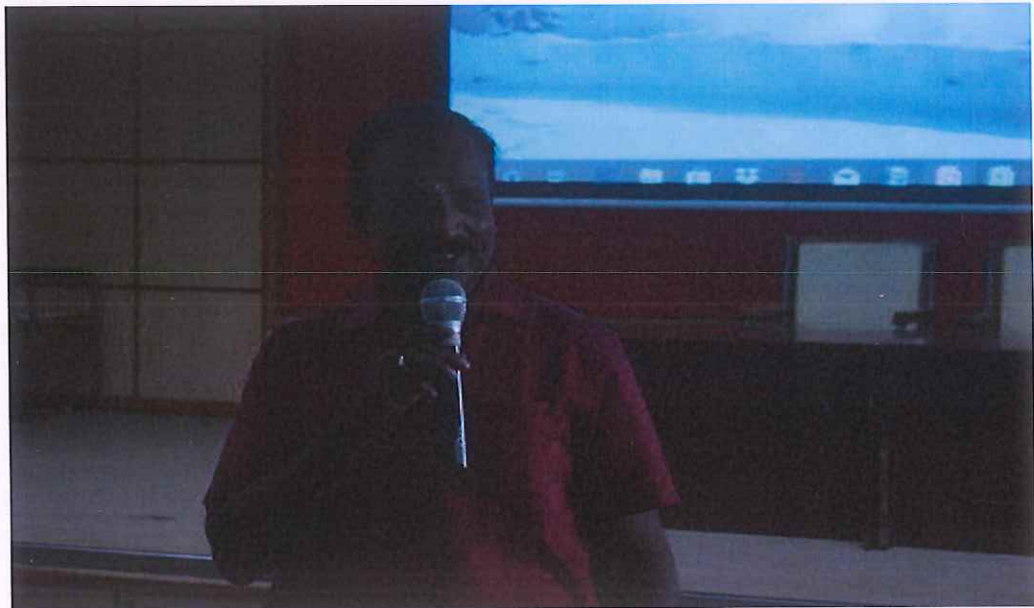
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## Department of Business Administration

Guest Lecture on "Banking Law and practice" – 11<sup>th</sup> October 2019

The Department of Business Administration had conducted one day Inauguration and Guest lecture on "Banking Law and Practice" on 11.10.2019. Ms.K.V.Shanmugavadivu, Assistant Professor, Department of Business Administration welcomed the gathering. The resource person for the programme was Mr.ArulVelan, Financial Consultant, Coimbatore. He talked about the Law and practices following in banks. The session was really helpful and 62 students got benefits. Ms.S.Deepa, Assistant Professor, Department of Business Administration proposed vote of thanks.



  
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## Department of Business Administration


Guest Lecture on "Insurance Principles and Practice" – 27<sup>th</sup> January  
2020

The Department of Business Administration had organized one day Inauguration and Guest lecture on "Insurance Principles and Practice" on 27.01.2020. Dr.M.Thangam, Assistant Professor, Department of Business Administration welcomed the gathering. Mr.S.Sudhakar, Insurance Advisor, Erode, was the resource person. He talked about the Insurance practices in India and new policies implemented. The session was very helpful and 62 students got the knowledge about insurance sector. Ms.M.Kavitha, Assistant Professor, Department of Business Administration proposed vote of thanks.



  
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## Department of Business Administration


Guest Lecture on "Revisiting Economics as a Social Science" – 7<sup>th</sup>  
February 2020

The Department of Business Administration had organized Guest lecture on "Revisiting Economics as a Social Science" on 07.02.2020. Ms.R.Akalya, Assistant Professor, Department of Business Administration welcomed the gathering. Dr.K.R.Vijayarani, M.A, M.phil, Ph.D Assistant Professor, Department of Economics, Sri Vasavi college, Aided wing, Erode, was the resource person. She talked about the Economic development and current status of economic level in India. The session was very helpful and 110 students got benefits. Ms.M.Kavitha, Assistant Professor, Department of Business Administration proposed vote of thanks.



  
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## Department of Business Administration


Personality Development Programme – 24<sup>th</sup> & 26<sup>th</sup> February 2020

The Department of Business Administration had organized one day Personality Development Programme on 24.02.2020 to 26.02.2020 Ms.R.Akalya, Assistant Professor, Department of Business Administration welcomed the gathering. The trainer for the programme was Mr.Erode Kathir , Human resource development trainer, Orator and writer. He trained about the Public speaking and team management . The session was really enriching and strengthens the confidence of the students. 166 students got trained and help them to improve their knowledge. Ms.S.Deepa, Assistant Professor, Department of Business proposed vote of thanks



  
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## Department of Business Administration

Webinar on "concept development and Model building for social science research" -27<sup>th</sup> May 2020

**Kongu Arts and Science College  
(Autonomous)**

Department of Business Administration

National Level Webinar

**Concept Development and Model Building for Social Science Research**

ON 27.05.2020 TIME: 11 PM - 12.30 PM

Resource Person:  
Dr. Karthikeyan Parthasarathy  
Assistant Professor(SD.Grade)  
School of Management Studies  
Kongu Engineering College,Erode.

Registration Free..... E-Certificate

For Registration:  
<https://forms.gle/veG71FUAgRxtmju6>

Last Date: 25.05.2020

Streaming on: ZOOM MEETING APP AND YOUTUBE

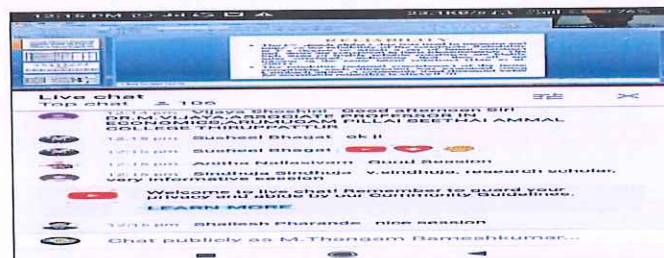
The Department of Business Administration had organized webinar on "Concept development and Model building for social science research" on 27.05.2020. Dr.M.Thangam, Assistant Professor, Department of Business Administration welcomed the gathering. Dr.K.P.Karthikeyan, Assistant Professor (sr.grade), school of management studies, Kongu Engineering college, perundurai was the resource person. He talked about the conceptual frameworks used in social science research. The session instigated engage with 106 students in imitations of particular behaviour that encourage learning. Ms.K.V.Shanmugavadivu, Assistant Professor, Department of Business proposed vote of thanks.

Zoom Meeting link:

<https://us02web.zoom.us/j/9470331507>

Youtube Link:

<http://www.youtube.com/c/KonguArtsandScienceCollege>



  
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