



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

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

ERODE – 638 107

2021-2022



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SYLLABUS

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

Course Objectives:

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

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

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

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

Unit - I : Communication

Listening: Listening to instructions.

Speaking: Telephone etiquette and official phone conversations.

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

Writing: Letters and e-mails in professional context.

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

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

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



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








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



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PRINCIPAL.

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



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

Mapping of COs with POs and PSOs:

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

S-Strong, M-Medium, L-Low

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



Dr. N. RAMAN
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 PRINCIPAL,
 KONGU ARTS AND SCIENCE COLLEGE
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| Sem | Course code | ALLIED COURSE: I | Total Marks:100 | Hours Per Week | Credits |
|-----|-------------|-------------------------------------|--------------------|----------------|---------|
| 1 | 21UACAT103 | BUSINESS MATHEMATICS AND STATISTICS | CIA : 50 ESE :50 | 6 | 4 |

Course Objectives:

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

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

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

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

Unit – I : Mathematics of Finance and Set Theory

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

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

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

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

Unit – II : Matrices and Determinants

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

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

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

Chapter 4 : Pages 147 -186

Unit – III : Collection and Presentation of Data

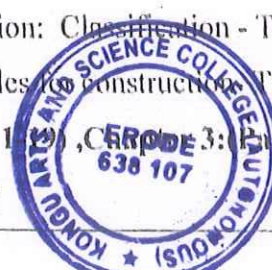
Meaning and Scope: Origin and Growth-Meaning- Definitions- Functions- Characteristics-Scope and Uses-Limitations.

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

Classification and Tabulation: Classification - Tabulation.

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

Part II Chapter 1:(Pages 1-17) ,Chapter 3:(Pages 28-40) ,Chapter 5:(Pages 75-97)
Chapter 6:(Pages 98-118)



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Unit – IV : Measures of Central Tendency and Dispersion

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

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

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

Unit – V : Correlation , Regression and Index Number

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

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

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

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

SKILL DEVELOPMENT ACTIVITIES

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

TEXT BOOK

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

REFERENCE BOOKS

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

Web Resources

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



Dr. N. RAMAN
PRINCIPAL,
KONGU ARTS AND SCIENCE COLLEGE
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| | | |
|---------------------------------------|--------------|-----------------|
| Course Designed By | Verified By | Approved By HOD |
| K. K. SIVARANJANI Ms.K.SIVARANJANI | Dr.M.LALITHA | Dr.S.NAGARAJAN |

QUESTION PAPER PATTERN

Time: 3 hours

Max. Marks: 50

SECTION-A (10 X 1 = 10 Marks)

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

SECTION-B (5 X 3 = 15 Marks)

Answer ALL questions
Either or type
Two questions from each unit

SECTION-C (5 X 5 = 25 Marks)

Answer ALL questions
Either or type
Two questions from each unit

Mapping of COs with POs and PSOs:

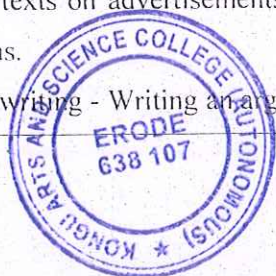
| PO/PSO CO | PO | | | | | | | PSO | | | | |
|--------------|------|------|------|------|------|------|------|-------|-------|-------|-------|-------|
| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PSO 1 | PSO 2 | PSO 3 | PSO 4 | PSO 5 |
| CO 1 | S | S | S | M | M | M | S | M | S | M | M | S |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


S-Strong, M-Medium, L-Low



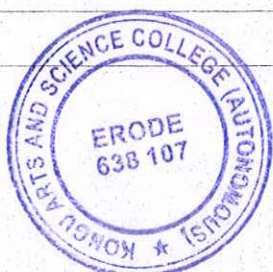
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| Semester | Course Code | Core III: PROFESSIONAL ENGLISH - II | Total Marks: 100 | | Hours Per Week | Credits |
|--|---|--|------------------|---------|----------------------|---------|
| II | 21UACCT201 | | CIA: 50 | ESE: 50 | 4 | 4 |
| Course Objectives: | | | | | | |
| <ol style="list-style-type: none"> To develop their competence in the use of English with particular reference to the workplace situation. To enhance the creativity of the students, this will enable them to think of innovative ways to solve issues in the workplace. To develop their competence and competitiveness and thereby improve their employability skills. | | | | | | |
| Course Outcomes (CO): On completion of the course, students should be able to | | | | | | |
| CO1 | Identify the importance of linguistic competence in workplace environment. | | | | | K1-K4 |
| CO2 | Develop LSRW skills for academic and career purposes. | | | | | |
| CO3 | Illustration of digital competence for vlogs and webpage designing. | | | | | |
| CO4 | Application of digital competence for innovation and imagination in recent business scenario. | | | | | |
| CO5 | Applying the effective business correspondence with brevity and clarity at workplace. | | | | | |
| K1: Remember; K2: Understand; K3: Apply; K4: Analyze; K5: Evaluate; K6: Create; | | | | | | |
| Unit - I : | Communicative Competence | | | | | |
| <p>Listening: Listening to two talks / lectures by specialists on selected subject specific topics - (TED talks) and answering comprehension exercises (inferential questions).</p> <p>Speaking: Small group discussions (the discussions could be based on the listening and reading passages - Open ended questions).</p> <p>Reading: Two subject-based reading texts followed by comprehension activities / exercises.</p> <p>Writing: Summary writing based on the reading passages.</p> | | | | | | |
| Unit - II : | Persuasive Communication | | | | | |
| <p>Listening: Listening to a product launch - Sensitizing learner to the nuances of persuasive communication.</p> <p>Speaking: Debates - Just-a-minute activities</p> <p>Reading: Reading texts on advertisements (on products relevant to the subject areas) and answering inferential questions.</p> <p>Writing: Dialogue writing - Writing an argumentative / persuasive essay.</p> | | | | | | |

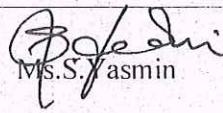



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|---|--|
| Unit - III : | Digital Competence |
| <p>Listening: Listening to interviews (subject related).</p> <p>Speaking: Interviews with subject specialists (using video conferencing skills) - Creating vlogs (How to become a vlogger and use vlogging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




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

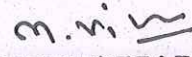


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Mapping of COs with POs and PSOs:

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

S-Strong, M-Medium, L-Low


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

Mapping of COs with POs and PSOs:

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

S-Strong, M-Medium, L-Low

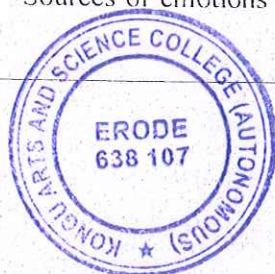


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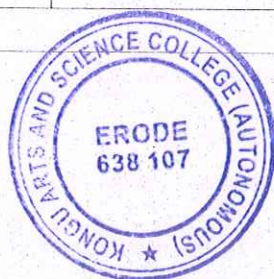
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| Semester | Course Code | Core IV: ORGANISATIONAL BEHAVIOUR | Total Marks: 100 | | Hours Per Week | Credits |
|---|--|---|------------------|---------|----------------------|---------|
| | | | CIA: 50 | ESE: 50 | 4 | 4 |
| Course Objectives: | | |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



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




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

Mapping of COs with POs and PSOs:

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

S-Strong, M-Medium, L-Low

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

Course Objectives:

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

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

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

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

MS WORD

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

MS EXCEL




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

MS POWER POINT

9. Create a Power Point presentation for a company with minimum five slides.
10. Design an advertisement campaign for a product with slide transitions and custom animation effects.
11. Insert an excel chart into a Power Point slide.
12. Design presentation slides for the seminar / lecture presentation using animation effects and perform the following operations:
Creation of different slides, changing background color, font color using wordart.



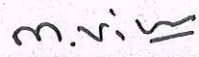
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| MS ACCESS | | |
|--|---|--|
| 13. Create a database in MS Access. | | |
| 14. Perform finding, sorting and displaying the data in MS Access data base. | | |
| 15. Prepare a payroll for employee database of an organization with following details: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


Mapping of COs with POs and PSOs:

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

S-Strong, M-Medium, L-Low


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Mapping of COs with POs and PSOs:

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

S-Strong, M-Medium, L-Low

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

Course Objectives:

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

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

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

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

Unit – I :

Linear Programming Problem

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

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

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

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

Chapter 3: Sections: 3.1, 3.2.

Unit – II :

Transportation and Assignment Problem

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

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



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

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

Unit – III :

Games and Strategies

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

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

Chapter 17: Sections: 17.1 – 17.6.

Unit – IV :

Network Scheduling by PERT /CPM

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

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

Unit – V :

Network Scheduling by PERT/CPM

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

Chapter 25 : Sections: 25.7, 25.8.

Skill Development Activities

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

TEXT BOOK

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

REFERENCE BOOKS

- | | |
|---|---|
| 1 | P.R. Vittal and V.Malini, "Operations Research" Margham Publications, KONGILAR AND SCIENCE COLLEGE (AUTONOMOUS) MANJANAPURAM, ERODE - 638 107 |
| 2 | R.Panneer Selvam, "Operations Research" , PHI Learning Pvt. Ltd., 2006. |



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WEB RESOURCES

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

2. www.themathpage.com

Course Designed By

Verified By

Approved by HOD

SS
Ms.S.SAVITHA

CR
Ms. C.RADHAMANI

SN
Dr.S.NAGARAJAN

QUESTION PAPER PATTERN

Time: 3 Hours

Max. Marks:50

SECTION-A (10 X 1 = 10 Marks)

SECTION-B (5 X 3 = 15 Marks)

SECTION-C (5 X 5 = 25 Marks)

Answer ALL questions

Answer ALL questions

Answer ALL questions

Choose the correct answer

Either or type

Either or type

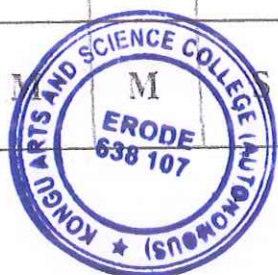
Two questions from each unit

Two questions from each unit

Two questions from each unit

Mapping of COs with POs and PSOs:

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



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S-Strong, M-Medium, L-Low



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ACTIVITIES



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DEPARTMENT OF BUSINESS ADMINISTRATION (CA)

WEBINAR ON "SHARE MARKETS"

**KONGU ARTS AND SCIENCE COLLEGE
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ERODE - 638107**

DEPARTMENT OF BBA(CA)

WEBINAR ON SHARE MARKETS



Mr. Venkata Sri Harsha
MD & CEO
Shine Project, Hyderabad



**DATE: 02/08/2021
TIME: 11:00 - 12:30 PM**

ZOOM ID:
<https://us02web.zoom.us/j/829030320657>
PWD=azJJeFJ0WjBZSEdQdXc3MSszRFVxZz09



A webinar on "Share Markets" was organized by the Department of Business Administration (CA) on 02.08.2021. Mr. Venkata Sri Harsha, MD & CEO, Shine Project, Hyderabad was the resource person. The aim of the programme was to make students to get profound knowledge about the share market investment strategies that can facilitate them to develop innovative investment strategies. The resource person made the session curious with anecdotes.

Beneficiaries : 56

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(AUTONOMOUS)
ERODE - 638 107.**



[Signature]
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PRINCIPAL,
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(AUTONOMOUS)
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DEPARTMENT OF BUSINESS ADMINISTRATION (CA)

GUEST LECTURE ON "RESEARCH METHODOLOGY"



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



Department of BBA(CA)

organizes a
**Guest Lecture on
Research Methodology**



RESOURCE PERSON:
Dr.P.Umaheswari
Assistant Professor / Statistics
Department of Mathematics,
Sona College of Arts and Science,
Salem.

Date: **02.11.2021 @ 11.00 am**
Venue : Library Block, Roomu No: 102



Guest Lecture on "Research Methodology" was organized by the Department of Business Administration(CA) on 02.11.2021. Dr.P.Umaheswari acted as the resource person. The aim of the programme was to provide inputs about the research process that enhances our learning, gives us knowledge, develops our critical thinking skills and provide us with information. The result comes out to be, the session was fruitful and knowledge of the students was also enhanced.

Beneficiaries : 56



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DEPARTMENT OF BUSINESS ADMINISTRATION (CA)
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PRINCIPAL,
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(AUTONOMOUS)
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DEPARTMENT OF BUSINESS ADMINISTRATION (CA)

GUEST LECTURE ON "TALLY PRIME TECHNOLOGY"



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

Department of BBA(CA)
&
axn infotech

jointly organizes a
Guest Lecture on Tally Prime Technology

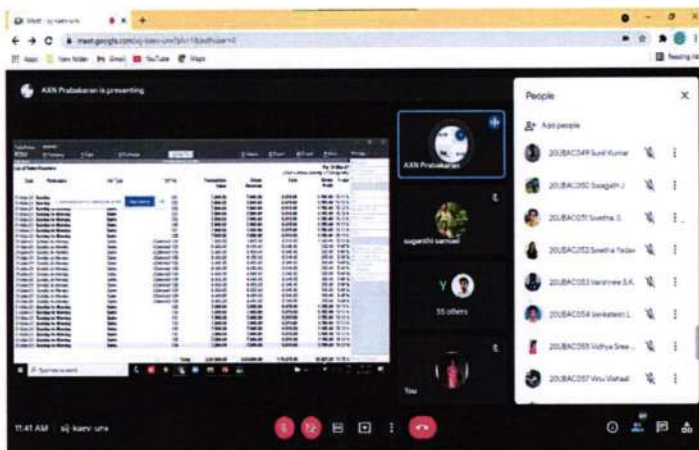
RESOURCE PERSON:
Mr. D.Prabakaran
Director Academy
AXN Infotech
Erode

Date: **03.09.2021 @ 11.00 am**
Google Meet : <https://meet.google.com/sij-kaev-unx>

KONGU
Assuring the Best

A one day Guest Lecture on “Tally Prime Technology” was organized by the Department of Business Administration(CA) on 03.09.2021. Mr.D.Prabakaran, Director Academy, AXN Infotech, Erode was the resource person. The aim of the programme was to make students to get profound knowledge about the Tally prime that can facilitate them to understand complete accounting software for small and medium businesses.

Beneficiaries : 60



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DEPARTMENT OF BUSINESS ADMINISTRATION (CA)

EXON ASSOCIATION ACTIVITIES INAUGURATION 2021-2022

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

Department of BBA(CA)
Inauguration of EXON Association Activities
2021 - 2022

PRESIDENTIAL ADDRESS
Thiru. K. Palanisamy
Correspondent

FELICITATION
Dr.N.Raman
Principal

INAUGURAL ADDRESS
Mr.D.Venkadesan
GM - Operations
Sri Jayajothi & Company Private Ltd.
Rajapalayam

Date: 04.08.2021 @10.30 am
Google Meet : <https://meet.google.com/sfv-gxlm-yhd>

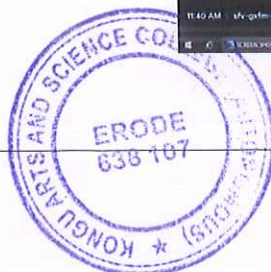
KONGU
Assessing the Best

An "EXON Association Activities Inauguration 2021-2022" was organized by the Department of Business Administration with Computer Applications on 04.08.2021. Mr.D.Venkadesan, GM – Operations, Sri Jayajothi & Company Pvt. Ltd., Rajapalayam inaugurated the association activities. The inaugural function followed an interactive motivational session handled by the resource person. The resource person cleared out the aims and objectives of the association and hoped the association will be fruitful for their future life and betterment of the college.

Beneficiaries : 116 Students



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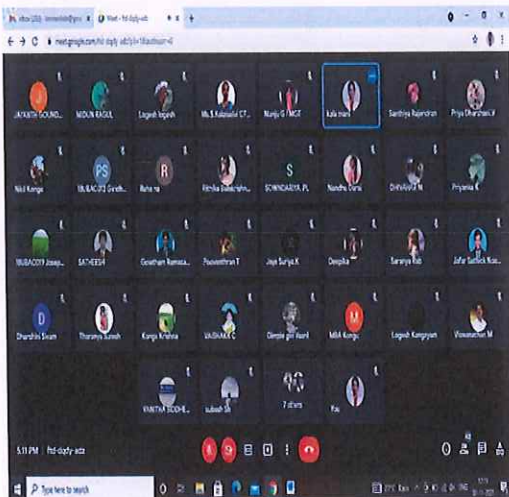
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DEPARTMENT OF BUSINESS ADMINISTRATION(CA)

ALUMNI MEET "MEMORABILIA 2021"



Alumni Meet "MEMORABILIA 2021 " was Organized by the Department of Business Administration with Computer Applications on 07.11.2021. it provides an opportunity for everyone to meet each other after so many years. It also provides a chance for every graduate from the previous years to meet their former teachers and other staff members. It also helps the alumni to notice the various changes through which the college has gone through over the past few years. Alumni meet aspires to acknowledge the contributions made by ex-students. It is a very emotional event that sparks nostalgia in everyone.



Beneficiaries: 40 students

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Dr. N. RAMAN
**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)

DEEKSHARAMBH - STUDENT INDUCTION PROGRAMME – 2021

INTRODUCTION AND IMPORTANCE OF COURSES OF STUDY



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



Department of BBA & BBA(CA)



Jointly organising

DEEKSHARAMBH
Student Induction Programme - 2021

Title: Introduction and Importance of Courses of Study



SPEAKER:
Dr. M. Shanmugasundaram
Trainer & Psychologist
Phoenix Training Academy
Erode

Date: 08.09.2021 @ 10.00 am
YouTube Live Streaming @
<https://youtube.com/c/KonguArtsandScienceCollege>



An Induction Programme on "Introduction and Importance of Courses of Study" was organized by the Department of Business Administration and the Department of Business Administration with Computer Applications on 08.09.2021. Dr.M.Shanmugasundaram acted as the resource person. The aim of the programme was to create awareness among students about Management courses, an outstanding medium that facilitates leadership qualities and innovation. The resource person motivated the students to focus on critical and strategic thinking, communication and problem solving.

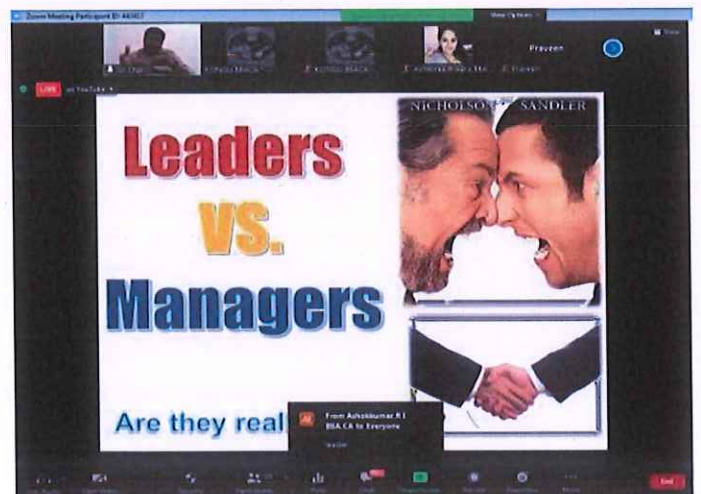
Beneficiaries



100 Students



66 Students



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



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DEPARTMENT OF BUSINESS ADMINISTRATION (CA)

VISUAL BASIC ARRAYS



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

Department of BBA(CA)

organizes a
Guest Lecture on
Visual Basic Arrays



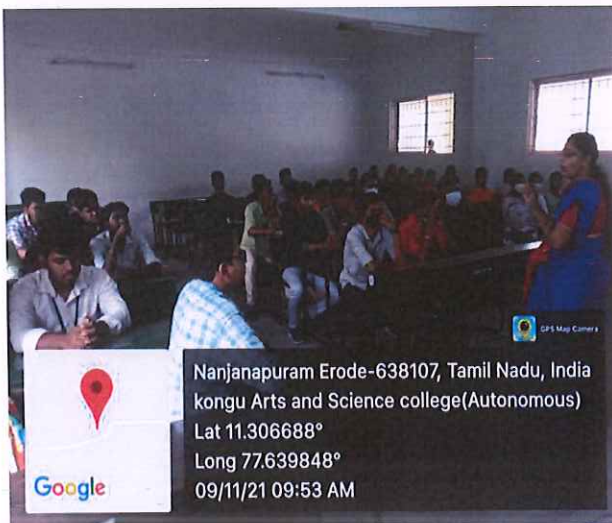
RESOURCE PERSON:
Ms. M. Indira
Assistant Professor,
Department of Computer Science,
P.K.R Arts College for Women,
Gobichettipalayam.

Date: 09.11.2021 @ 10.00 am
Venue : Library Block, Room No: 102

KONGU
Pursuing the Best

A Guest Lecture on "Visual Basic Arrays" was organized by the Department of Business Administration with Computer Applications on 09.11.2021. Ms. M.Indira acted as the resource person. The aim of the programme was to make students to get profound knowledge about array concept in Visual Basic that can facilitate them to solve VB practical problems. The resource person made the session curious with example programs.

Beneficiaries: 56 Student



m.vim
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ERODE - 638 107.

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DEPARTMENT OF BUSINESS ADMINISTRATION (CA)

GUEST LECTURE ON "CAPITAL STRUCTURES AND LEVERAGES"

Guest Lecture on "Capital Structure and Leverages" was organized by the Department of Business Administration (CA) on 11.04.2022. Dr.T.Sundareswaran, Associate Professor, GRDIM, Dr.GRD College of Science, Coimbatore acted as the resource person. The aim of the programme was to provide inputs for establishing a company's target capital structure. The capital structure is how a firm finances its operations and growth by using different sources of funds. The result comes out to be, the session was fruitful and knowledge of the students was also enhanced.

Beneficiaries : 60



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



Department of BBA(CA)

organizes a
Guest Lecture on
Capital Structure and Leverages



RESOURCE PERSON:
Dr.T.Sundareswaran
Associate Professor
GRD Institute of Management,
Dr. GRD College of Science,
Coimbatore.

Date: 11.04.2022 @ 10.00 am
Venue : BBA(CA) Smart Class Room



KONGU
Achieving the Best



m.vijay
HEAD OF THE DEPARTMENT
DEPARTMENT OF BUSINESS ADMINISTRATION (CA)
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DEPARTMENT OF BUSINESS ADMINISTRATION (CA)

PERSONALITY DEVELOPMENT PROGRAMME



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

NANJANAPURAM, ERODE- 638107

**DEPARTMENT OF BUSINESS ADMINISTRATION
WITH COMPUTER APPLICATIONS**



PERSONALITY DEVELOPMENT PROGRAMME

Presidential Address
**Thiru K Palanisamy
Correspondent**

Felicitation
**Dr.N.Raman
Principal**



RESOURCE PERSON

Dr. M. Shanmugasundaram,
Trainer and Psychologist,
Phoenix Training Academy,
Erode

DATE: 11.04.2022 & 12.04.2022
VENUE: PG SEMINAR HALL



Beneficiaries: 53

Two day Personality Development Programme was conducted for III Year BBA (CA) students on 11.04.2022 & 12.04.2022 by Mr. M. Shanmuga sundram, Psychologist and Trainer, Phoenix Training Academy, Erode. This session help the students to gain confidence, self esteem, positive impact on one's communication skills and the way one sees the world. Students should develop an outgoing and impressive personality that will enhance the quality of learning. Personality development comes from physical and mental state of mind. It also initiates to improve certain traits which contribute to overall personality. This programme provides an opportunity for the students to gain confidence and high self esteem through various management games and activities.



m.viv
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ERODE**

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DEPARTMENT OF BUSINESS ADMINISTRATION (CA)

GUEST LECTURE ON "SELL YOURSELF" (MARKETING)



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

Department of BBA(CA)

organizes a
**Guest Lecture on
Sell Yourself**

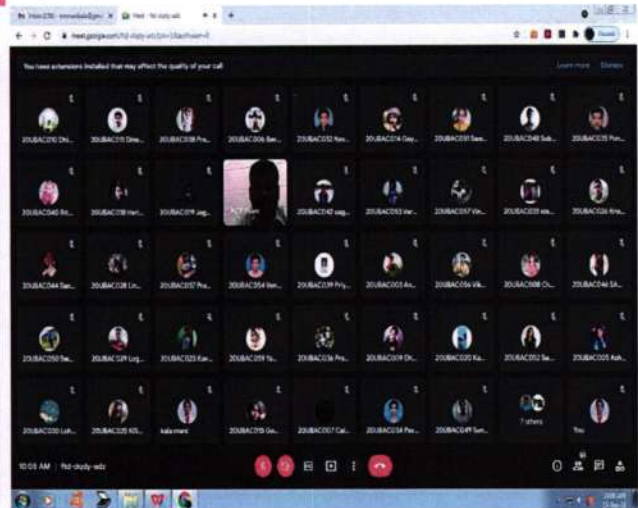
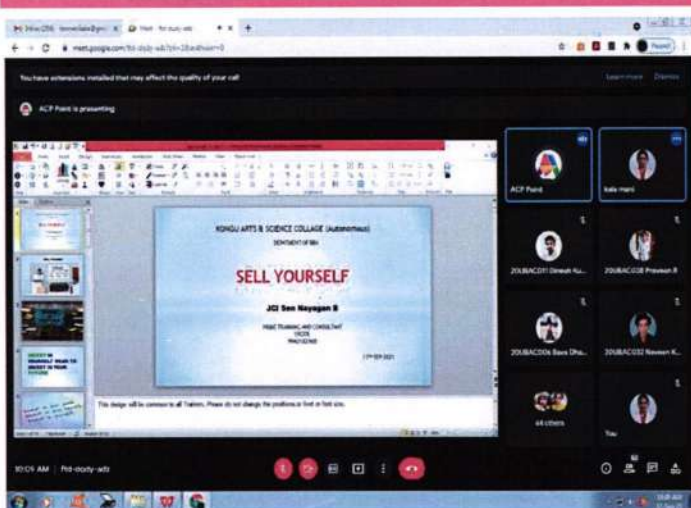
RESOURCE PERSON:
Mr.B.Nayagan
Sales and Marketing Coach
Erode

Date: **13.09.2021 @ 10.00 am**
Google Meet : <https://meet.google.com/ftd-dqdy-adz>

KONGU
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Guest Lecture on "Sell Yourself" was organized by the Department of Business Administration(CA) on 13.09.2021. Mr.B.Nayagan Sales and Marketing Coach, Erode acted as the resource person. The aim of the programme was to provide inputs about the Sales and Marketing activities. That enhances brand promotion, sales growth and revenue for business. The session also provided insights into market, ideal customers and strength to engage them in meaningful ways. The session was fruitful and knowledge of the students was also enhanced.

Beneficiaries : 60



m.vin
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DEPARTMENT OF BUSINESS ADMINISTRATION (CA)

GUEST LECTURE ON "CONSUMER PARADIGM SHIFT IN DIGITAL MARKETING ERA"



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



Department of BBA(CA)

organizes a
Guest Lecture on
Consumer Paradigm Shift in
Digital Marketing Era



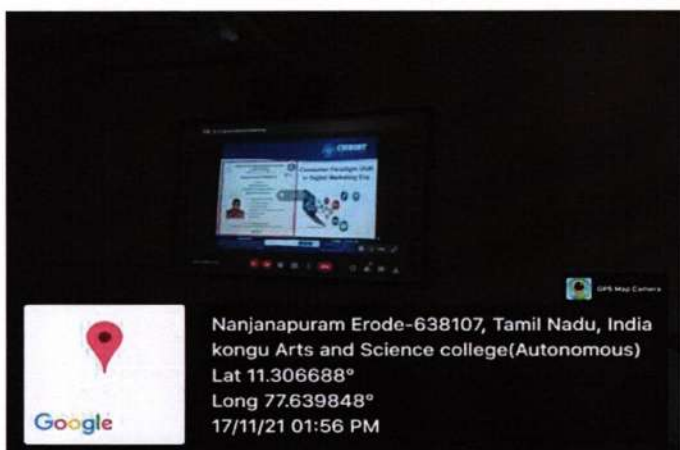
RESOURCE PERSON:
Dr.R.Seranmadevi,
Associate Professor,
Department of Professional Studies,
Christ University,
Bangalore.

Date: 17.11.2021 @ 1.30 PM
Google Meet : <http://meet.google.com/uom-cekd-thu>




Guest Lecture on "Consumer Paradigm Shift in Digital Marketing Era" was organized by the Department of Business Administration (CA) on 17.11.2021. Dr.R.Seranmadevi, Associate professor, Department of Professional Studies, Christ University, Bengaluru acted as the resource person. This programme focused on students with a global reach in digital marketing. The world is shifting towards digital evolution and transformation, it's an alarming and eye-opening situation for those brands who are still aloof and assuming it to be a passing phase.

Beneficiaries : 56



m. vi
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