



# **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**

**2021-2022**



# **KONGU ARTS AND SCIENCE COLLEGE**

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

**ERODE – 638 107**

# **SYLLABUS**

Sem	Course Code	Professional English - I	Total Marks: 100		Hours Per Week	Credits
I	21UABCT101		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**

CO 1	Recognise their own ability to improve their own competence and skills in using the language	K1 - K4
CO 2	Develop their competence in the use of English with particular reference to workplace situation with confidence and acceptable manner	
CO 3	Enhance the importance of negotiation strategies and thereby improve their LSRW skills	
CO 4	Create and develop their skills in interpreting visuals and presentations	
CO 5	Sharpen their critical thinking related to life and professional ethics	

**K1: Remember; K2: Understand; K3: Apply; K4: Analyze****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 Emails 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****Unit - II      Description**

Listening: Listening to process description

Speaking: Role play Formal: With faculty and mentors in academic environment, work place communication- Informal: with peers in academic environment, workplace communication

Reading: Reading passages in trade/ commerce/ management

Writing: Writing sentences definition (e.g ledger) and extended definitions (e.g accountancy) picture description -- Description of fashion and Beauty products ( A small Write up promoting the products/ an objective review of the product in 150-200 words)

Grammar in Context: Connectives and Linkers

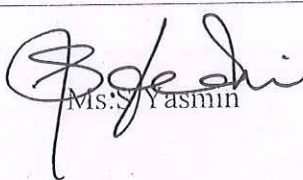
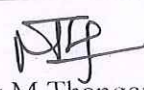
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<b>Unit - III</b>	<b>Negotiation Strategies</b>
<p>Listening: Listening to interviews of specialists / Inventors in fields (Subject specific)</p> <p>Speaking: Brainstorming. (Mind mapping). Small group discussions (Subject- Specific)</p> <p>Reading: Longer Reading text.(Comprehensive Passages)</p> <p>Writing: Essay Writing (250 words essay on topics related to commerce and management like recording business transactions)</p> <p>Grammar in Context: Active voice and passive voice - if conditional</p> <p>Vocabulary: Register specific – Collocations – Phrasal Verbs</p>	
<b>Unit - IV</b>	<b>Presentation Skills</b>
<p>Listening: Listening to presentation - Listening to lectures. Watching – documentaries ( Discovery / History channel)</p> <p>Speaking: Short talks. Making Formal Presentations (Power point)</p> <p>Reading: Reading a written speech by eminent personalities in the relevant field/ short poems/ short biography</p> <p>Writing: Writing Recommendations- Interpreting Visuals- Charts / Tables/ Flow Diagrams</p> <p>Grammar in Context: Models</p> <p>Vocabulary: Register specific – Single word substitution.</p>	
<b>Unit - V</b>	<b>Critical Thinking Skills</b>
<p>Listening: Listening to advertisements/ News and brief documentary films (with Subtitle).</p> <p>Speaking: Simple problems and suggesting solutions.</p> <p>Reading: Motivational stories and professional competence, professional ethics and life skills (Subject – Specific)</p> <p>Writing: Problem and Solution essay– Creative writing –Summary writing in 200 words</p> <p>Grammar in Context: Make Simple Sentences</p> <p>Vocabulary: Fixed Expressions.</p>	
<b>Skill Development Activities:</b>	
<ol style="list-style-type: none"> <li>1. Design and demonstrate an advertisement copy for an illustrative product or service.</li> <li>2. Profile &amp; Biography of an eminent personality (PPT or Short Talk)</li> <li>3. Identify a prospective entrepreneur and conceptualize a case study (Draft and presentation)</li> </ol>	
<b>TEXT BOOK</b>	
1.	Professional English for Commerce and Management-I - TANSCHER
<b>REFERENCE BOOKS</b>	
1.	Simon Sweeney, English for Business Communication, Student's Book, Second Edition, Cambridge University Press, 2003.
2.	Michael McCarthy, Felicity O'Dell, English Vocabulary in Use: Advanced, First South Asian Edition, Cambridge University Press, 2003.



WEB RESOURCES	
1	<a href="https://nptel.ac.in/courses/109/104/109104030/">https://nptel.ac.in/courses/109/104/109104030/</a>
2	<a href="https://www.edubull.com/courses/online-english-speaking-courses-video-english/tofel-ilets/basic-courses/professional-english-part-2">https://www.edubull.com/courses/online-english-speaking-courses-video-english/tofel-ilets/basic-courses/professional-english-part-2</a>
3	<a href="http://www.autojini.com/blog/importance-of-branding-in-the-automobile-">http://www.autojini.com/blog/importance-of-branding-in-the-automobile-</a>
4	<a href="https://www.edubull.com/courses/online-english-speaking-courses-video-english/tofel-ilets/basic-courses/professional-english-part-2">https://www.edubull.com/courses/online-english-speaking-courses-video-english/tofel-ilets/basic-courses/professional-english-part-2</a>
5	<a href="https://commons.wikimedia.org/w/index.php?title=File:Elon_Musk_Ro">https://commons.wikimedia.org/w/index.php?title=File:Elon_Musk_Ro</a>
6	<a href="http://www.fearlessmotivation.com/2017/08/31/elon-musk-greatest-">http://www.fearlessmotivation.com/2017/08/31/elon-musk-greatest-</a>

Course Designed By	Verified By	Approved By HOD
Dr.P.Poongodi Dr.M.Jayanthi Dr.M.Thangam	 Ms. S. Yasmin	 Dr. M. Thangam

**QUESTION PAPER PATTERN**

**Max. Marks : 50**

SECTION - A (10 X 1 = 10 Marks)	SECTION - B (4 X 10 = 40 Marks)
(Vocabulary) (MCQ, Info-gap questions - domain specific vocabulary)	(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)

**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	S	S	M	M	S	S	S	S	S
CO 2	S	S	S	S	S	M	M	S	S	S	M	S
CO 3	S	S	M	M	M	M	S	S	S	M	S	S
CO 4	S	M	M	M	M	M	M	S	M	M	S	M
CO 5	S	S	S	S	M	S	S	S	M	S	S	S

S-Strong, M-Medium, L-Low

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Sem	Course code	Core Paper – II Principles of Management	Total Marks:100		Hours Per Week	Credits
			CIA: 50	ESE:50		
I	21UABCT102				6	4

**Course Objectives:**

1. On successful completion of this course, the students should have understood the Management concepts.
2. To enable the students to think independently and become efficient in the operations functions of organization.
3. To evaluate the management functions and practices.

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

CO 1	Understand the concepts related to management principles, functions, roles and recent developments in management.	K1 – K4
CO 2	Develop business plans and decision - making skill that support an organization's strategic objectives.	
CO 3	Know the various organization structures, authority, responsibility, accountability and delegation with respect to management	
CO 4	Acquire knowledge in human resource planning and directing and learn the techniques of co-ordination and controlling process.	
CO 5	Able to apply principles of management tools and techniques in an enterprise	

**K1 :Remember; K2 :Understand; K3 :Apply; K4 :Analyze**

Unit –I	Management
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Nature - Scope - Importance - Management functions - Managerial levels and skills - roles - Management: Science or Art - Ancient roots of management theory: Fayol's Administrative management - Taylor's scientific management - Universality of management - Recent development in the management practices: Business Process Re-engineering (BPR) and Business Process Outsourcing (BPO).

**Chapters – (1,2,3)**

Unit – II	Planning
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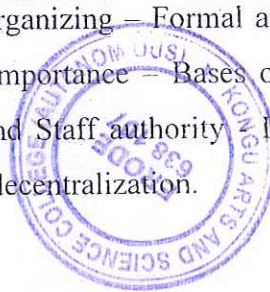
Nature - Importance - Types of plan - Planning process - Objectives: Setting objectives and Policies: Types of policies - Decision - Making: Types of decisions – Decision Making-process of decision making-types-techniques of decision making.

**Chapters- (6,7,8,10)**

Unit – III	Organizing
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

Concept of organization and organizing – Formal and Informal organizations - Types of organizational structure – Departmentation: Importance – Bases of departmentation - Authority: Distinction between authority and power – Line and Staff authority - Delegation: Steps in delegation - Centralisation and Decentralisation: Rationale of decentralization.

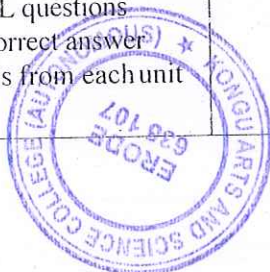
**Chapters-(11,12,13,14,15,)**



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<b>Unit – IV</b>		<b>Staffing - Directing</b>	
Man power planning - Process - Difference between recruitment and selection - Selection Process - Role of training and development - Objectives of performance appraisal - Directing: Importance - Techniques of directing - Motivation: Nature of motivation - Maslow's hierarchy theory - Leadership: Definition - Styles.			
Chapters-(18,19,20,21,22,23)			
<b>Unit – V</b>		<b>Coordinating - Controlling</b>	
Need for co-ordination - Techniques of co-ordination - Controlling: Importance - Types of control - Control process - Essentials of Effective control system.			
Chapters-(16,27,28)			
<b>Skill Development Activities :</b>			
1. Develop a plan for a small scale industry.			
2. Identify the management function oriented problems in a company and suggest the line of action to overcome it.			
3. Analyze the way in which a company relates its planning with control in its line of business to ensure their plan is actually implemented and targets attained.			
<b>TEXT BOOK</b>			
1. Prasad.L.M - Principles of Management - 9 <sup>th</sup> Edition 2015 - Sultan Chand & Sons, New Delhi.			
<b>REFERENCE BOOK</b>			
1. Harold Koontz and Heinz Weihrich - Essentials of Management - 10 <sup>th</sup> Edition 2015 - Tata McGraw Hill Education Private Limited, New Delhi.			
2. Ramasamy.T- Principles of Management - 1 <sup>st</sup> Edition 2010 - Himalaya Publishing House, Pune.			
<b>WEB RESOURCES</b>			
1. file:///C:/Users/BBA/AppData/Local/Temp/MANAGEMENT-1.pdf			
2. <a href="https://books.google.co.in/books?id=hgsBEAAAQBAJ&amp;printsec=frontcover&amp;source=gbs_book_others_versions_r&amp;redir_esc=y#v=onepage&amp;q&amp;f=false">https://books.google.co.in/books?id=hgsBEAAAQBAJ&amp;printsec=frontcover&amp;source=gbs_book_others_versions_r&amp;redir_esc=y#v=onepage&amp;q&amp;f=false</a>			
Course Designed By		Verified By	Approved By HOD
Ms.K.V.Shanmugavadivu 		Mr.M. Arul Raja 	Dr.M.Thangam 
<b>QUESTION PAPER PATTERN</b>			<b>Max. Marks : 50</b>
<b>SECTION – A</b> (10 x 1 = 10 Marks) Answer ALL questions Choose the correct answer Two questions from each unit	<b>SECTION – B</b> (5 x 3 = 15 Marks) Answer ALL questions Either or type Two questions from each unit	<b>SECTION – C</b> (5 x 5 =25 Marks) Answer ALL questions Either or type Two questions from each unit	




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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
CO1	S	S	S	M	M	M	S	S	S	M	M	S
CO2	M	M	S	M	M	M	S	S	M	S	M	S
CO3	S	M	S	M	S	S	M	S	S	M	M	S
CO4	S	S	M	S	M	S	M	S	M	M	M	S
CO5	S	M	S	M	M	M	M	S	M	M	M	S
S-Strong, M-Medium, L-Low												



  
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Sem	Course code	ALLIED COURSE: I	Total Marks:100	Hours Per Week	Credits
1	21UABAT103	BUSINESS MATHEMATICS AND STATISTICS	CLA : 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**

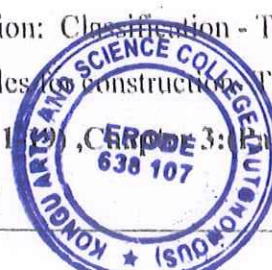
Meaning and Scope: Origin and Growth-Meaning- Definitions- Functions- Characteristics-Scope and Uses-Limitations.

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 68-84) ,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](http://www.ma.huji.ac.il)>iWeb>Teach



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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	Professional English - II	Total Marks: 100		Hours Per Week	Credits
II	21UABCT201		CIA: 50	ESE: 50	4	4

**Course Objectives:**

1. To develop their competence in the use of English with particular reference to the workplace situation.
2. To enhance the creativity of the students which will enable them to think of innovative ways to solve issues in the workplace.
3. To develop their competence and competitiveness and thereby improve their employability skills.

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

CO 1	Identify the importance of linguistic competence in workplace environment.	K1 – K4
CO 2	Develop LSRW skills for academic and career purposes.	
CO 3	Illustration of digital competence for Vlogs and Webpage designing.	
CO 4	Application of digital competence for innovation and imagination in recent business scenario.	
CO 5	Applying the effective business correspondence with brevity and clarity at workplace.	

**K1 :Recall; K2 :Understand; K3 :Apply; K4 :Analyze;**

**Unit - I Communicative Competence**

Listening: Listening to two talks/lectures by specialists on selected subject specific topics - (TED Talks) and answering comprehension exercises (inferential questions).  
 Speaking: Small group discussions (the discussions could be based on the listening and reading passages - open ended questions).  
 Reading: Two subject-based reading texts followed by comprehension activities/exercises.  
 Writing: Summary writing based on the reading passages.

**Unit - II Persuasive Communication**

Listening: Listening to a product launch- sensitizing learners to the nuances of persuasive communication.  
 Speaking: Debates - Just-A Minute Activities  
 Reading: Reading texts on advertisements (on products relevant to the subject areas) and answering inferential questions.  
 Writing: Dialogue writing- Writing an argumentative / persuasive essay.

**Unit - III Digital Competence**

Listening: Listening to interviews (subject related).  
 Speaking: Interviews with subject specialists (using video conferencing skills) - Creating Vlogs (How to become a vlogger and use vlogging to nurture interests – subject related).  
 Reading: Selected sample of Web Page (subject area).  
 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.



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<b>Unit - IV</b>	<b>Creativity and Imagination</b>
<p>Listening: Listening to short (2 to 5 minutes) academic videos (prepared by EMRC/ other MOOC videos on Indian academic sites - E.g. <a href="https://www.youtube.com/watch?v=tpvicScuDy0">https://www.youtube.com/watch?v=tpvicScuDy0</a>).</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>	
<b>Unit - V</b>	<b>Workplace Communication and Basics of Academic Writing</b>
<p>Speaking: Short academic presentation using PowerPoint.</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>	
<b>Skill Development Activities :</b>	
<ol style="list-style-type: none"> <li>1. Role Play / Mock Interview</li> <li>2. Just- a – Minute Talk or One to One Student Interaction</li> <li>3. Application of Digital Competence : Mock panel Discussion of Entrepreneurs / Organize an Interview for Young Startups</li> </ol>	
<b>TEXT BOOK</b>	
1	Professional English for Commerce and Management-II - TANSCHÉ. <a href="http://syllabus.b-u.ac.in/tansche/pecm1.pdf">syllabus.b-u.ac.in/tansche/pecm1.pdf</a>
<b>REFERENCE BOOKS</b>	
1	Alice Oshima & 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.
<b>WEB RESOURCES</b>	
1	<b>Book Material:</b> <a href="https://drive.google.com/file/d/1FbcKJleXwXhfiFYfKisNDfR5lGXNrrmN/view?usp=sharing">https://drive.google.com/file/d/1FbcKJleXwXhfiFYfKisNDfR5lGXNrrmN/view?usp=sharing</a>
2	<p><b>Unit 1 Video:</b> <a href="https://drive.google.com/file/d/1cPXTVXQpAmz3qacgnp3f3kCQJkGi6XDI/view?usp=sharing">https://drive.google.com/file/d/1cPXTVXQpAmz3qacgnp3f3kCQJkGi6XDI/view?usp=sharing</a></p> <p><b>Unit 2 Video:</b> <a href="https://drive.google.com/file/d/1TwRZvTSgIOel_YVtcpu_p6q9WV901F6Q/view?usp=sharing">https://drive.google.com/file/d/1TwRZvTSgIOel_YVtcpu_p6q9WV901F6Q/view?usp=sharing</a></p> <p><b>Unit 3 Video :</b> <a href="https://drive.google.com/file/d/1Ejc3mTIVAncoZOnSwkhSNUEv4jOIL2_/view?usp=sharing">https://drive.google.com/file/d/1Ejc3mTIVAncoZOnSwkhSNUEv4jOIL2_/view?usp=sharing</a></p> <p><b>Unit 4 Video</b> <a href="https://drive.google.com/file/d/1vXQBQ04nAZqCsaxyqEwDpfeXB6P-9KXY/view?usp=sharing">https://drive.google.com/file/d/1vXQBQ04nAZqCsaxyqEwDpfeXB6P-9KXY/view?usp=sharing</a></p> <p><b>Unit 5 Video</b> <a href="https://drive.google.com/file/d/11v2H_Uu9J_ZDrJLo3IN6xligXJ5OkB/view?usp=sharing">https://drive.google.com/file/d/11v2H_Uu9J_ZDrJLo3IN6xligXJ5OkB/view?usp=sharing</a></p>



Course Designed By Dr.P.Poongodi Dr.M.Jayanthi Dr.M.Thangam		Verified By <i>[Signature]</i> Ms.S. Asmin		Approved By HOI <i>[Signature]</i> Dr.M.Thangam								
<b>QUESTION PAPER PATTERN</b>						<b>Max. Marks : 50</b>						
<b>SECTION - A</b> (10 X 1 =10 Marks)				<b>SECTION - B (4 X 10 = 40 Marks)</b>								
(Vocabulary)(MCQ, Info-gap questions - domain specific vocabulary)				(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)								
<b>Mapping of COs with POs and PSOs:</b>												
<b>CO</b>	<b>PO</b>							<b>PSO</b>				
	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	S	M	M	S	S	S	M	S
CO 2	S	S	M	S	M	M	S	S	M	S	S	S
CO 3	S	S	S	M	S	M	M	S	M	S	S	S
CO 4	S	S	M	S	S	M	S	S	S	M	S	S
CO 5	S	S	S	M	M	M	M	S	M	S	S	S
<b>S-Strong, M-Medium, L-Low</b>												



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

Sem	Course code	Core Paper – IV Organizational Behaviour		Total Marks:100	Hours Per Week	Credits
II	21UABCT202	CIA : 50	ESE :50	6	4	
<b>Course Objectives:</b>						
1. On successful completion of this course, the students should understand the behavior of individuals and groups as part of the social and technical system in the workplace. 2. Assess the efficient management system in organization and enhance the quality of employees work life. 3. Evaluate the organizational system, including organizational culture, change and development.						
<b>Course Outcomes (CO): On completion of the course, students should be able to</b>						
CO 1	Analyse the behaviour of individuals in organizations in terms of the key factors that influence organizational behaviour.					K1-K4
CO 2	Gain knowledge on perception, attitude and emotional intelligence.					
CO 3	Equip with the required skills of motivation and morale.					
CO 4	Acquire knowledge on group behaviour and conflict and evaluate the organizational culture and the implementation of change and development					
CO 5	The students should possess the skills to design an efficient management system in an organization by understanding the individual and group behavior in the work place thereby enhancing the organizational change and development for better employee work life.					
<b>K1 :Remember; K2 :Understand; K3 :Apply; K4 :Analyze</b>						
<b>Unit – I :</b>	<b>Introduction to organizational Behaviour</b>					
Organizational Behaviour : Definition - Nature and Scope of organizational behaviour - Importance - OB model - Individual behaviour: Human behaviour and its causation - Personality: Determinants - Types of personalities - Theories of personality - Influences of personality in organizational behaviour.						
<b>Chapters 1(1.1,1.3,1.4,1.8) Chapter 4(4.3) Chapter 5(5.2-5.4,5.6)</b>						
<b>Unit – II :</b>	<b>Perception</b>					
Perception: Meaning - Process - Attitude: Meaning - Formation of attitude - Types of attitude Learning: Determinants - Learning theories (Classical and Operant conditioning) - Emotions: Sources of emotions - Emotional Intelligence.						
<b>Chapter 6 (6.2,6.4) Chapter 7(7.1.1-7.1.3)Chapter 8(8.2-8.3) Chapter 10(10.3,10.7)</b>						
<b>Unit – III :</b>	<b>Motivation</b>					
Motivation: Meaning - Nature of motivation - Motivation process - Theories of motivation (Hierarchy model, Two factor theory, Porter and Lawler model) - Incentives (Financial and non - Financial. Job satisfaction: Meaning - Determinants - Measurement of job satisfaction - Effects of job satisfaction. Morale: Meaning - Difference between morale and motivation - Factors affecting employee morale – Morale and productivity.						
<b>Chapter 12 (12.1-12.3,12.5) Chapter 13(13.3) Chapter 7(7.3.2 – 7.3.4) Chapter 14(14.2-14.3,14.7)</b>						




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<b>Unit – IV :</b>	<b>Group Dynamics</b>
Group Behaviour: Definition - Characteristics - Types - Stages of group development - Group behaviour - Group decision making process. Conflict: Meaning - Sources - Types - Conflict management. Leadership: Meaning - Functions - Leadership styles. <b>Chapters 15(15.1,15.4-15.6,15.7) Chapter 17(17.2,17.3,17.6) Chapter 21(21.1,21.3-21.4)</b>	
<b>Unit – V :</b>	<b>Organizational Change and Development</b>
Organizational culture: Definition - Types - Functions - Organizational change: Importance - Types - Resistance to change - Managing resistance to change - Organizational Development: Meaning - Objectives - Factors influencing OD intervention. <b>Chapters 27 (27.1-27.3) Chapter 28 (28.1,28.2.1,28.2.2,28.3.1,28.3.3,28.3.6)</b>	
<b>SKILL DEVELOPMENT ACTIVITY:</b>	
<ol style="list-style-type: none"> <li>1. Identify the reasons for conflict in an organization.</li> <li>2. Identify employee diversity in workplace.</li> <li>3. Apply the need theory to any one organization and identify the gap. Also suggest a suitable model to overcome the gap.</li> </ol>	
<b>TEXT BOOK</b>	
1.	Dr. Khanka S. S., Organisational Behaviour Reprint Edition, 2015, S. Chand & Company Pvt.Ltd, New Delhi.

<b>REFERENCE BOOKS</b>		
1.	Stephen Robbins, Organizational Behaviour, 15 <sup>th</sup> Edition, 2012, Prentice Hall Publishers, New Delhi.	
2.	L.M.Prasad, Organisational Behaviour, 5 <sup>th</sup> Edition, 2011, Sulthan Chand Publisher, New Delhi.	
3.	Keith Davis, Human Behaviour at Work, 11 <sup>th</sup> Edition, 2001, Mc Graw Hill Publisher, Karnataka.	
4.	Fred Luthans, Organisational Behaviour, 12 <sup>th</sup> Edition, 2010, Mc Graw Hill Publisher, Karnataka.	
<b>Web Resources</b>		
1.	<a href="https://www.pearson.com/store/p/organizational-behaviour-concepts-controversies-applications-eighth-canadian-edition/P100001152501">https://www.pearson.com/store/p/organizational-behaviour-concepts-controversies-applications-eighth-canadian-edition/P100001152501</a>	
2.	file:///C:/Users/BBADEPT/Downloads/Organizational_Behaviour.pdf	
Course Designed By	Verified By	Approved By HOD
Mrs. K. V. Shanmugavadivu 	Mr.M.Arul Raja 	Dr.M.Thangam 



  
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Semester	Course Code	ALLIED PAPER: II OPTIMIZATION TECHNIQUES	Total Marks:100	Hours Per Week	Credits
II	21UABAT203		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.:

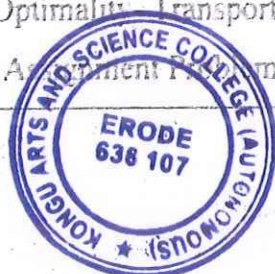
Chapter 3: Sections: 3.1, 3.2.

**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](http://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

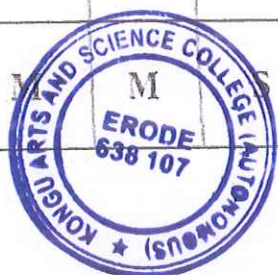
Two questions from each unit

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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**ERODE – 638 107**

# ACTIVITIES





# KONGU ARTS AND SCIENCE COLLEGE

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## Department of Business Administration

Guest Lecture on "Research Methodology" – 23<sup>rd</sup> September 2021

**KONGU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)**  
ERODE-638107  
(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

**DEPARTMENT OF BUSINESS ADMINISTRATION**  
organizes

**GUEST LECTURE ON**  
**RESEARCH METHODOLOGY**  
ON 23.09.2021 @ 2.00 PM

Presidential Address Thiru K. PALANISAMY Correspondent	Felicitation Dr. N. RAMAN Principal
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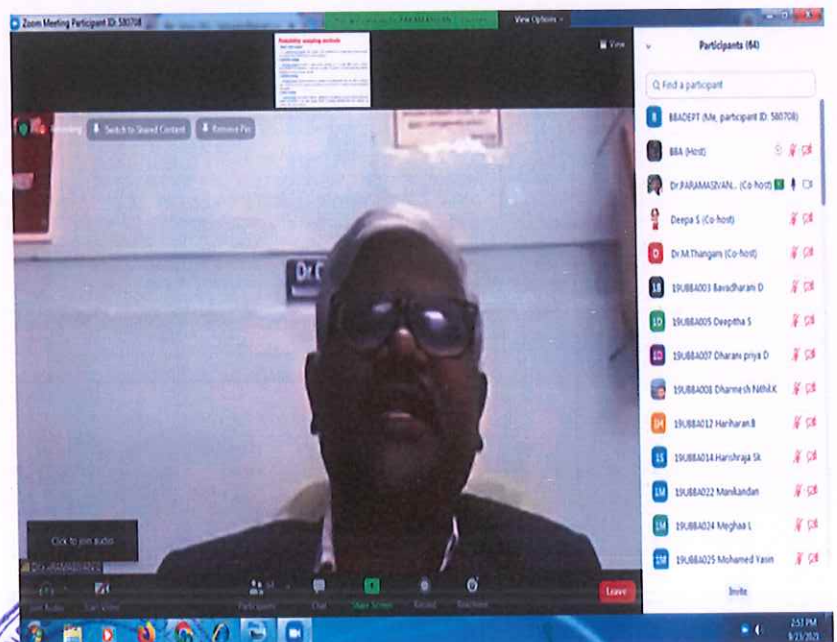
**Technical session**


Dr. C. PARAMASIVAN., Ph.D., D.Litt.  
Assistant Professor & Research Advisor  
PG & Research Department of Commerce  
Co-ordinator, Training and Placement Cell  
Periyar E.V.R. College (Govt.owned & Autonomous)  
Tiruchirappalli – 620 023, Tamil Nadu

**Join Zoom Meeting**  
<https://us02web.zoom.us/j/3676521483?pwd=UDNGVCTaUDVoeHdWeGsvT1VWk091UT09>


**Meeting ID: 367 652 1483**  
**Passcode: kasc**

The Department of Business Administration had organized Guest lecture on (webinar) on "Research Methodology" for the department students on 23.9.2021. Dr.M.Thangam Head and Assistant Professor, Department of Business Administration welcomed the gathering. The resource person for the program was Dr. C.Paramasivan Ph.D., D.Litt., Assistant Professor, PG & Research Department of Commerce, Periyar E.V.R. College (Govt-owned & Autonomous) Tiruchirappalli. He talked about the Research and the methods used in research. The session was very helpful and 150 students got benefits. Ms.S.Deepa, Assistant Professor, Department of Business Administration



  
**HEAD OF THE DEPARTMENT**  
DEPARTMENT OF BUSINESS ADMINISTRATION  
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# KONGU ARTS AND SCIENCE COLLEGE

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

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## Department of Business Administration

Management and Policy Challenges in Industry 4.0- 17<sup>th</sup> December 2021

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

DEPARTMENT OF BUSINESS ADMINISTRATION

cordially invites you for the  
**GUEST LECTURE**  
on  
**Management and Policy Challenges in Industry 4.0**

**RESOURCE PERSON**  
**Dr.P.Buvaneswari, MBA, MBM, M.Phil., Ph.d,**  
Professor & Head, Department of Business Administration,  
Pooja Bhagavat Memorial Mahajana Education Centre  
(Autonomous), Mysore, Karnataka

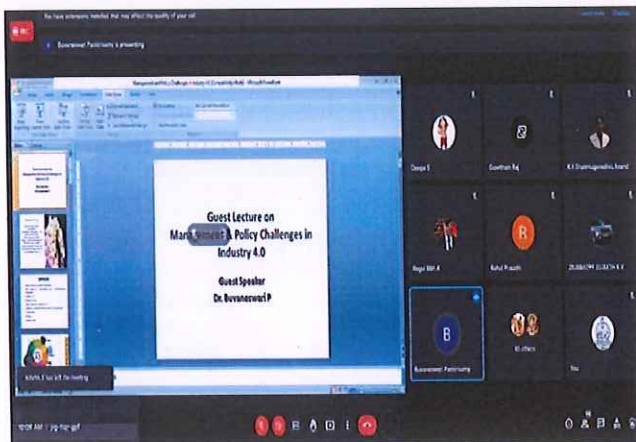
*to be held at 10.00 AM on 17th December 2021*

Meeting ID: jrg-tiqr-gpf

Google Meet

**KONGU**  
Assuring the Best

The Department of Business Administration had organized one day online guest lecture upon "Management and Policy Challenges in Industry 4.0" on 17.12.2021. Mr.R.Sivasankar, Assistant Professor, Department of Business Administration welcomed the gathering. Dr.P.Buvaneswari, Professor and Head, Department of Business Administration, Pooja Bhagavat Memorial Mahajana Education Centre was the resource person. She talked about the management and policy challenges and its revolutions. The session was really enriching and students got knowledge on Industrial policies. Mr.R.Arul Raja, Assistant Professor, Department of Business proposed vote of thanks.



*NJA*  
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