LEARNING OUTCOMES–BASED CURRICULUM FRAMEWORK (LOCF)

in the

UNDERGRADUATE PROGRAMME
BACHELOR OF BUSINESS ADMINISTRATION WITH
COMPUTER APPLICATIONS DEGREE PROGRAMME

FOR THE STUDENTS ADMITTED FROM THE

ACADEMIC YEAR 2022 - 2023 AND ONWARDS

HICAS

HINDUSTHAN COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)
(Affiliated to Bharathiar University and Accredited by NAAC)
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HINDUSTHAN COLLEGE OF ARTS AND SCIENCE
DEPARTMENT OF BUSINESS ADMINISTRATION WITH COMPUTER APPLICATIONS

PREAMBLE

The program of BBA with Computer Applications is a blend of management with computer applications which enables the students to identify opportunities in the growing sector of management and with an edge in applications of management in Computers.

VISION

Our Department aims to provide quality education to enhance the professional skills of a student, build moral values and ethics to approach life with optimism and to face the ever changing business environment.

MISSION

Our Mission is to provide an overall development of the student to cater to the needs of the society through ethical standards.

Programme Educational Objectives (PEO)

Under Graduates of **Business Administration with Computer Applications** program will be

PEO1: Graduates will be able to create an environment and industry ready in facing the challenges by ethically responsible in contribution to the society and in the business field.

PEO2: Graduates will have an ability to adapt changes in the context of growing demand for computer based business applications with a high degree of competency in solving an application of management and systems knowledge in the ever changing global scenario.

PEO3: Graduates will acquire competence by understanding and developed innovative thinking to evaluate business situation

PEO4: Students will develop critical analysis of the business environment, teamwork, leadership skills resulting in a holistic development.

PEO5: Graduates will demonstrate IT skills enabling them to make decisions using technology related applications and explore business opportunities.

PROGRAM OUTCOME (PO) :

PO1 : On graduation the students will gain discipline specific knowledge

PO2 : Enhances student's leadership ability to explore opportunities in local, regional, national and global level.

PO3 : Enhancing entrepreneurial skills with social responsibility and ethical code of conduct.

PO4 : To provide knowledge and ability in programming languages.

PO5 : To develop skills in the areas of office management software needed for business.

PROGRAM SPECIFIC OUTCOME (PSO):

PSO1 : Ability to take opportunities in various business areas like Business Consultant / Management Analyst, Marketing and Sales Executive, Market Research Analyst, Human Resources Management, Retail store Management, Tax Assistant and Material /Stores Assistants.

PSO2 : Communicate effectively on business management activities with the business community and with society at large, such as being able to comprehend and write effective reports, design documentations and make effective presentations.

PSO3 : Recognize the need for and have the preparation and ability to engage in independent learning in applying ICT tools in the Context of business environment.

PSO4 : Understand the changes of the evolving business environment and analyse them in the areas of production, finance, marketing, human resource and IT.

PSO5 : Develop information technology skills to solve business problems, develop their own customized programme relating to their business.

SCHEME OF EXAMINATIONS - CBCS & LOCF PATTERN
(For the Students admitted from the Academic year 2022-2023 and Onwards)

UG PROGRAMME

Programme: BBA CA   Branch: Management

Part	Course Code	Course Type	Course Title	Credit points	Lecture Hours/ Week		Exam Duration (hours)	MAX. MARKS		
					Theory	Practical		I.E.	E.E	Total
			Semester - I							
I	22LAT01/ 22LAH01/ 22LAM01/ 22LAF01	MIL	Tamil-I/ Hindi-I/ Malayalam – I/ French-I	4	6	-	3	50	50	100
II	22ENG01	AECC	English – I	4	6	-	3	50	50	100
III	22BCU01	DSC	CORE-**I** **Principles of Management**	4	5	-	3	50	50	100
III	22BCU02	DSC	CORE-**II Business Communication**	3	4	-	3	50	50	100
III	22BCU03	DSC	CORE-**III Practical – I -Business Communication (Office Automation)**	2	-	3	3	50	50	100
III	22BCU04	GE	Allied-**I** **Mathematics for Management –I**	4	5	-	3	50	50	100
IV	22BCUE01	AEE	Open Elective – I	2	3	-	3	100	-	100
III	22GSU01	AECC	Environmental studies	1	2			50	-	50
IV	22BCUV01	SEC	VAC-I/Life Skills-I @ / **Communicative Skills**	1*	2	-	2	50*	-	50**
IV	-	SEC	SDR - **Student Development Report**	Assessment will be in the Fifth Semester						
V	-	AECC	Extension Activities NSS/NCC/SPORTS/ YRC/SIS/SA	Assessment will be in the Fourth Semester						
Total				**24**	**33**	**3**		**450**	**300**	**750**

			Semester - II	**Credit points**	**Theory**	**Practical**	**Exam**	I.E.	E.E	Total
I	22LAT02/ 22LAH02/ 22LAM02/ 22LAF02	MIL	Tamil-II/ Hindi-II/ Malayalam-II/ French-II	4	6	-	3	50	50	100
II	22ENG02	AECC	English – II	4	6	-	3	50	50	100
III	22BCU05	DSC	CORE -**IV Organisational Behaviour**	4	5	-	3	50	50	100
III	22BCU06	DSC	CORE -**V – Web Technology**	3	3	-	3	50	50	100
III	22BCU07	DSC	CORE -**VI– Practical – II – Web Technology**	2	-	3	3	50	50	100
III	22BCU08	DSC	CORE–**VII Retail Management**	4	4	-	3	50	50	100
III	22BCU09	GE	Allied-**II – Mathematics for Management- II**	4	5	-	3	50	50	100
III	22BCU10	SEC	Internship / Industrial Visit / **Mini Project**	1	-	-	1	100	-	100
IV	22BCUV02	SEC	**VAC II/** Life Skills-II @ /**Language**	1*	2	-	2	50*	-	50**
IV	22BCUJ01	SEC	**Aptitude / Placement Training**	Grade *	2	-	2	50*	-	50**
Total				**26**	**33**	**3**	**-**	**450**	**350**	**800**
			Semester - III	**Credit points**	**Theory**	**Practical**	**Exam**	I.E.	E.E	Total
III	22BCU11	DSC	CORE -VIII-**Financial Accounting**	4	5	-	3	50	50	100
III	22BCU12	DSC	CORE -**IX – Production and Materials Management**	4	4	-	3	50	50	100
III	22BCU13	DSC	CORE -**X– Marketing Management**	4	4	-	3	50	50	100
III	22BCU14	DSC	CORE -**XI– Brand Management**	4	4	-	3	50	50	100
III	22BCU15	DSC	CORE -**XII – Practical – III-Financial**	2	-	3	3	50	50	100

				Credit points	Theory	Practical	Exam	I.E.	E.E	Total
			Accounting Package - Tally							
III	22BCU16	GE	Allied-**GE-III – Legal Aspects of Business**	5	5	-	3	50	50	100
III	22BCU17	DSE	Elective-**I**	2	3	-	3	50	50	100
IV	22BCUE02	AEE	Open Elective –II	2	3	-	3	100	-	100
IV	22GSU02	AECC	Human Rights	1	2	-	2	50	-	50
IV	22BCUJ02	SEC	**Aptitude / Placement Training**	Grade *	2	-	2	50*		50**
IV	22BCUJ03	SEC	**Online Course**	-	1	-	-	-	-	C/N C#
Total				28	33	3		500	350	850
			Semester – IV	**Credit points**	**Theory**	**Practical**	**Exam**	**I.E.**	**E.E**	Total
III	22BCU18	DSC	CORE **-XIII Financial Management**	4	5	-	3	50	50	100
III	22BCU19	DSC	CORE **-XIV Human Resource Management**	4	5	-	3	50	50	100
III	22BCU20	DSC	CORE -**XV – Multimedia Programming**	2	3	-	3	50	50	100
III	22BCU21	DSC	CORE -**XVI– Practical –IV – Multimedia Programming**	2	-	3	3	50	50	100
III	22BCU22	DSC	CORE -**XVII Advertising and sales promotion**	4	5	-	-	50	50	100
III	22BCU23	DSE	Elective –**II**	2	3	-	3	50	50	100
III	22BCU24	GE	Allied-**IV - Taxation**	4	5	-	3	50	50	100
III	22BCU25	SEC	Internship / Institutional Training / **Mini-Project**	1	-	-	-	100	-	100

				Credit points	Theory	Practical	Exam	I.E.	E.E	Total
IV	22BCUV03	ACC	**VAC–III**	1*	2	-	2	50	-	50**
IV	22BCUJ04	SEC	**Aptitude / Placement Training**	Grade *	2	-	2	50	-	50**
IV	22BCUJ05	SEC	**Online Course**	-	1	-	-	-	-	C/N C#
IV	22GSU03	AECC	Internet Security	1	2	-	2	50	-	50
V	22GSU04	AECC	Extension Activities NSS/NCC/SPORTS/ YRC/SIS/SA#	2	-	-	-	-	-	C/N C#
Total				**26**	**33**	**3**		**500**	**350**	**850**
			Semester – V	**Credit points**	**Theory**	**Practical**	**Exam**	**I.E.**	**E.E**	**Total**
III	22BCU26	DSC	**CORE-XVIII–** Entrepreneurial Development and Project Management	4	5	-	3	50	50	100
III	22BCU27	DSC	**CORE-XIX –** Cost and Management Accounting	4	6	-	3	50	50	100
III	22BCU28	DSC	**CORE-XX-** Research Methods for Management	4	5	-	3	50	50	100
III	22BCU29	DSC	**CORE-XXI** Strategic Management	4	5	-	3	50	50	100
III	22BCU30	DSC	**CORE-XXII-** RDBMS and Oracle	2	3	-	3	50	50	100
III	22BCU31	DSC	**CORE-XXIII Practical V –** RDBMS and Oracle	2	-	3	3	50	50	100
IV	22BCUE03	AEE	Open Elective-III	2	3	-	3	100	-	100
V	22GSU05	AECC	General Awareness	1	1	-	2	50	-	50
V	22GSU06	AECC	Law of Ethics	1	-	-	2	50	-	50
IV	22BCUV04	ACC	**VAC–IV**	1*	2	-	2	50	-	50**
IV	22BCUJ06	SEC	**Aptitude / placement Training**	Grade *	2	-	2	50	-	50**

Part	Code	Category	Course	Credit points	Theory	Practical	Exam	I.E.	E.E	Total
IV	22BCUJ07	SEC	Online Course	Grade*	1	-	-	-	-	C/N C#
IV	22BCUJ08	SEC	**SDR-** Student Development Report	2*	-	-	-	-	-	-
Total				**24**	**33**	**3**		**500**	**300**	**800**
			Semester - VI	**Credit points**	**Theory**	**Practical**	**Exam**	I.E.	E.E	Total
III	22BCU32	DSE	Elective-**III**	3	4	-	3	50	50	100
III	22BCU33	DSE	Elective-**IV**	3	4	-	3	50	50	100
IV	22BCU34	DSC	**CORE-XXIV** Self-Study Course	3	-	-	3	50	50	100
III	22BCU35	SEC	Project Work /Student Research Paper	5	6	-	-	50	50	100
Total				**14**	**14**	**-**		**200**	**200**	**400**

- * denotes Extra credits which are not added with total credits.

- ** denotes Extra marks which are not added with total marks.

- **VAC**-Value Added Course (Extra Credit Courses)

- * Grades depends on the marks obtained

- #C-Completed/ NC- Not Completed

Range of marks	Equivalent remarks
80 and above	Exemplary
70 – 79	Very good
60 – 69	Good
50 – 59	Fair
40 – 49	Satisfactory
Below 39	Not Satisfactory = Not completed

- Part IV & V not included in total marks and CGPA calculation.

- **I.E**-Internal Exam

- **E.E**-External Exam

- **J**-Job Oriented Course

- **E**-Open Elective Papers

ABSTRACT FOR SCHEME OF EXAMINATION

(For the candidates admitted during the academic year 2022 - 2023 and onwards)

Part	Course	Papers	Credit	Total Credits	Marks	Total Marks
Part I	Languages/ (**MIL**)	2	4	**8**	100	**200**
Part II	English/**AECC-I**	2	4	**8**	100	**200**
Part III	Core /**DSC**	23	2/3/4	**76**	100	**2300**
	Self-Study Course / **DSC**	1	3	**3**	100	**100**
	Allied /**GE**	4	4/5	**17**	100	**400**
	Electives/**DSE**	4	2/3	**10**	100	**400**
	Project / **SEC**	1	5	**5**	100	**100**
	Internship/Institutional Training/Mini-Project	2	1	2	100	**200**
Part IV	Open Electives /**AEE**	3	2	**6**	100	**300**
	AECC –EVS/ HR/IS/GA/LE	5	1	**5**	50	**250**
	Value Added Course	2	1*	2*	50	**100****
	Aptitude / Placement Training / **SEC**	4	Grade*	Grade*	50	**200****
	Online courses / **SEC**	3	-	-	-	C/NC
	Life Skills / **SEC**	2	1*	2*	50	**100****
	SDR- Student Development Report	1	2*	2*	-	**-**
Part V	Extension Activities NSS / NCC/Sports/YRC / SIS / SA - **AECC**	1	-	2	-	C/NC
	Total			**142 (6 Extra Credits)**		**4450 + (400****)**

List of Open Elective Papers & VAC / JOC		
Open Electives	Yoga for Human Excellence	
	Human Health & Hygiene	
	Indian Culture and Heritage	
	Indian Constitution and Political System	
	Consumer Awareness and Protection	
	Professional Ethics and Human Values	
	Human Rights, Women's Rights& Gender Equality	
	Disaster Management	
	Green Farming	
	Campus to Corporate	
	Start-up Business	
	Research Methodology and IPR	
	General Studies for Competitive Examinations	
	IIT JAM Examination (for Science only)	
	CUCET Examination	
	Job Oriented /Value Oriented Courses Stock Broking Digital Marketing	
Value Added Courses	**Value Added Courses** VAC - III Industry 4.O	
	VAC – IV Digital Marketing	
	Courses offered by the Departments to other Programmes	

List of Elective Papers/ DSE

(Can choose any one of the paper as electives)

	Course Code	Title
Electives/ **DSE-I**	22BCU17A	Fundamentals Of Logistics
	22BCU17B	Export Management
Electives/ **DSE-II**	22BCU23A	Internet of Things
	22BCU23B	Artificial Intelligence
Electives/ **DSE-III**	22BCU32A	Services Marketing
	22BCU32B	Global Marketing Management
	22BCU32C	Introduction to Event Management
	22BCU32D	International Trade
Electives/ **DSE-IV**	22BCU33A	Investment Management
	22BCU33B	Financial Services
	22BCU33C	System Analysis and Portfolio Management
	22BCU33D	Insurance Principles and Practices

Syllabus Coordinator

Academic Council – Member Secretary

BOS-Chairman/Chairperson

Dr. R. SABITHA MBA, M.Phil., Ph.D.
Head & Associate Professor,
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PRINCIPAL

PRINCIPAL
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UG - Scheme of Evaluation (Internal & External Components)

(For the students admitted during the academic year 2022-2023 and onwards)

1. Internal Marks for all UG

Components	Marks
Test I	10
Test II	10
Model Exam	10
Assignment	5
Attendance*	5
Internal Assessment components **	10
TOTAL	50

*Split-up of Attendance Marks
- ♣ 75-79 - 1 marks
- ♣ 80-84 - 2 marks
- ♣ 85-89 - 3 marks
- ♣ 90-94 - 4 marks
- ♣ 95-100 - 5 marks

** List of components for Internal Assessment (MCQ Compulsory)

S.No	Components
1	Multiple choice questions
2	Club activities
3	Assignment
4	Seminar

(Any two components from the above list with five marks each will be calculated .2x5=10 marks)

2. a) Components for Practical I.E.   b) Components for Practical E.E.

Components	Marks
Test –I	15
Test - II	15
Observation	10
Application*	10
Total	50

Components	Marks
Experiments/Exercise	40
Record	5
Viva	5
Total	50

3. Institutional/ Industrial Training, Mini Project and Major Project Work

Institutional /Industrial Training (I.E)		Mini Project (I.E)	Major Project Work		
Component	Marks	Marks	Component	Marks	Total Marks
Work diary	25	-	I.E: a)Attendance	20	
Report	50	50	b)Review/Work		
Viva-voce	25	50	diary*	30	50
Total	100	100	E.E** a) Evaluation	30	
			b)Viva-voce	20	50
			Total		100

*Review is for Individual Project and Work Diary is for Group Projects
  (group consisting of minimum 3 and maximum 5)
**Evaluation of report and conduct of viva voce will be done jointly by Internal and
  External Examiners

4. Guidelines for Internet Security/Human Rights/ Law of Ethics/ Environmental Studies (Part IV)

Components	Marks
Two Tests (each 2 hours) of 20 marks each [4 out of 7 descriptive type questions 4 x 5 = 20 Marks]	40
Two assignments (2 x 5)	10
Total	50

5. Guidelines for General Awareness (Part IV)

Components	Marks
Two Tests (each 2 hours) of 25 marks each [50 objective type questions 50 x 1/2 = 25 Marks]	50

6. Guidelines for open Elective (Part IV)

Components	Marks
Two Tests (each 2 hours) of 50 marks each [5 out of 8 descriptive type questions 5 x 10 = 50 Marks]	100

7. Value Added Courses and Aptitude/Placement courses:

Components	Marks
Two Test (each 1 hour) of 25 marks each QP is objective pattern (25x1=25)	50
Total	50

Guidelines:

1. The passing minimum for these items should be 40%
2. If the candidate fails to secure 40% passing minimum, he / she may have to reappear for the same in the subsequent Semesters
3. Item No's:4,5,6 and 7 are to be treated as 100% Internal papers.
4. For item No.7, Tests conducted through online modules (Google Form/any other)
5. Item No.2: * - Application should be from the relevant practical subject other than the Listed programmes. It must be enclosed in the practical record.

QUESTION PAPER PATTERN FOR CIA I and CIA II EXAM

Reg.No:------------------   Q.P.CODE:

HINDUSTHAN COLLEGE OF ARTS & SCIENCE (AUTONOMOUS)

------------------- DEGREE CIA-I/CIA-II EXAMINATIONS ----------20---

(---------- SEMESTER)

BRANCH: ------------------

SUBJECT NAME: ------------------

Time: Two Hours   Maximum:50 Marks

SECTION - A (6 x 1 = 6 Marks)
Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks

(Q.No: 1 to 6: Multiple choice/Fill up the blanks /True or False questions)

SECTION - B (4x 6 = 24 marks)
Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks

(Q.No: 7 to 10 Either Or type)

SECTION - C (2x10 = 20 marks)
Answer any **TWO** Questions out of **THREE** Questions

ALL Questions Carry **EQUAL** Marks

(Q.No: 11 to 13)

QUESTION PAPER PATTERN FOR MODEL/END SEMESTER EXAMINATION

Reg.No:------------------   Q.P.CODE:

HINDUSTHAN COLLEGE OF ARTS & SCIENCE (AUTONOMOUS)

--------------------- DEGREE MODEL EXAMINATIONS -----------20---------

(------------SEMESTER)

BRANCH : ------------------

SUBJECT NAME:---------------

Duration: Three Hours   **Maximum: 70 Marks**

SECTION - A (10x1=10 Marks)
Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks

(Q.No 1 to 10 Multiple choice/Fill up the blanks /True or False questions)

(Two questions from each unit)

SECTION - B (5x6=30 Marks)
Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks

(Q.No 11 to 15 Either or type)

(One question from each Unit)

SECTION- C (3x10=30 Marks)
Answer any **THREE** Questions out of **FIVE** Questions

ALL Questions carry **EQUAL** Marks

(Q.No 16 to 20) (One question from each Unit)

Blue Print of Question Paper for all UG Programmes

(For the academic year 2021-22, 2022-23)

FOR CIA I, CIA II - QUESTION PATTERN Max. Marks: 50

Sec	Question No	Type	No of Question	Questions to be answered	Mark per question	K-level
A	1 to 6	MCQ/ True or False/ Fill up	6	6	1 (6x1=6)	All Questions will be K1
B	7 to 10	Either or Type (a or b)	8	4	6 (4x6=24)	4 Questions will be in K2 4 Questions will be in K3
C	11 to 13	Open choice	3	2	10 (2x10=20)	1 Question will be in K3 2 Question will be in K4

FOR MODEL/ESE - QUESTION PATTERN Max. Marks:70

Sec	Question No	Type	No of Question	Questions to be answered	Mark per question	K-level
A	1 to 10	MCQ/ True or False/ Fill up	10	10	1 (10x1=10)	All Questions will be K1
B	11 to 15	Either or Type (a or b)	10	5	6 (5x6=30)	6 Questions will be in K2 4 Questions will be in K3
C	16 to 20	Open choice	5	3	10 (3x10=30)	2 Question will be in K3 3 Question will be in K4

(For the academic year 2020-21)

FOR CIA I, CIA II - QUESTION PATTERN Max. Marks:50

Sec	Question No	Type	No of Question	Questions to be answered	Mark per question	K-level
A	1 to 6	MCQ/ True or False/ Fill up	6	6	1 (6x1=6)	All Questions will be K1
B	7 to 10	Either or Type (a or b)	8	4	5 (4x5=20)	4 Questions will be in K2 4 Questions will be in K3
C	11 to 13	Either or Type (a or b)	6	3	8 (3x8=24)	3 Question will be in K3 3 Question will be in K4

FOR MODEL/ESE - QUESTION PATTERN Max. Marks:70

Sec	Question No	Type	No of Question	Questions to be answered	Mark per question	K-level
A	1 to 10	MCQ/ True or False/ Fill up	10	10	1 (10x1=10)	All Questions will be K1
B	11 to 15	Either or Type (a or b)	10	5	4 (5x4=20)	6 Questions will be in K2 4 Questions will be in K3
C	16 to 20	Either or Type (a or b)	10	5	8 (5x8=40)	5 Question will be in K3 5 Question will be in K4

Blue Print of Question Paper

Distribution of section-wise marks with K levels for UG 2021-22, 2022-23

CIA							
Sec.	K1	K2	K3	K4	Total questions	Questions to be answered	Total marks
A -MCQ/T or F / Fill up	6				6	6	6x1=6
B - Either or type		4	4		8	4	4x6=24
C - Open choice			1	2	3	2	2x10=20
Total Marks	6	24	34	20			84
% of marks without choice	7.14	28.57	40.48	23.81			100

Model Exam							
Sec.	K1	K2	K3	K4	Total questions	Questions to be answered	Total marks
A- MCQ/T or F/ Fill up	10				10	10	10x1=10
B - Either or type		6	4		10	5	5x6=30
C - Open choice			2	3	5	3	3x10=30
Total Marks	10	36	44	30			120
% of marks without choice	8.33	30	36.67	25			100

Distribution of section-wise marks with K levels for UG (2020-21)

CIA							
Sec.	K1	K2	K3	K4	Total questions	Questions to be answered	Total marks
A MCQ/T or F/ Fill up	6				6	6	6x1=6
B - Either or type		4	4		8	4	4x5=20
C – Either or type			3	3	6	3	3x8=24
Total Marks	6	20	54	24			104
% of marks without choice	5.77	19.23	51.92	23.08			100

Model Exam							
Sec.	K1	K2	K3	K4	Total questions	Questions to be answered	Total marks
A MCQ/True or False/ Fill up	10				10	10	10x1=10
B - Either or type		6	4		10	5	5x4=20
C – Either or type			5	5	10	5	5x8=40
Total Marks	10	24	56	40			130
% of marks without choice	7.69	18.46	43.08	30.77			100

UG Programme Regulations for the academic year 2022-2023

1. Internal marks components for the candidates admitted from the academic year 2022-2023 and onwards is as follows.

For Theory courses

Components	Marks
Test I	10
Test II	10
Model Exam	10
Assignment	5
Attendance	5
Internal Assessment components	10
TOTAL	50

For Practical courses

Components	Marks
Test –I	15
Test – II	15
Observation/Exercise	10
Application*	10
TOTAL	50

2. The pattern of the question paper for External Examination will be maximum of 70 marks for theory courses, the marks obtained will be converted into 50 as per the scheme.

3. Passing minimum for all UG programme is 40% in Internal and 40 % in External and the composition of total 40 marks out of 100 marks.

4. Internship / Institutional Training / Mini-Project is related to the discipline. The students can be permitted to complete the Internship / Institutional Training / Mini-Project before the end of First year (end of II semester) and before the end of the second year (end of IV semester) and submit a report.

Internship / Institutional Training	Duration: Not more than seven days
Mini project	During the course of study for not more than seven days.

5. Project work is considered as a special course involving application of knowledge in problem solving/analyzing/exploring a real-life situation. A Project work may be given in lieu of a discipline specific elective paper. Distribution of marks for major project for all UG programme will be 50:50 pattern for both Internal and External in total of 100/200 marks.

6. Two tests for fully internal subjects should be conducted during CIA-I and CIA –II by the department.

7. Retest for the failure candidates in CIA I or CIA II or Part IV or Part V or Extra credit courses should be conducted during the model examination after getting approval from the COE office. The candidates who are not able to complete the minimum pass mark in internal components even getting chance of reappearance, will be treated as arrear candidates.

8. For the Theory cum Practical blended courses, 50:50 Internal and External pattern will be followed for theory examination and Fully internal pattern will be followed for Practical examination. For theory part, External examination will be conducted as regular pattern (max of 70 marks) and it will be converted into 25 marks.

Course	Internal Marks		External marks		Total marks (Max. marks 50)	
	Min.	Max.	Min.	Max.	Min.	Max.
Theory	10	25	10	25	20	50
Practical	20	50		–	20	50

For Practical components for Theory cum Practical courses (Fully Internal)

Components	Marks
Test I	10
Test II	10
Experiment/Excercise	20
Record	5
Viva	5
Total	50

The Internal mark 50 will be converted into 25.

9. For the candidates admitted under the Fast Track System (FTS) must register their names to their concerned department heads and get approval from the COE office at the beginning of the III semester.

10. Students who are not willing to select the Project/Research work in Semester VI, can chose the theory papers offered by their departments as per the prescribed theory pattern.

11. Self Study will be a Core Paper of the department for which the examination pattern will be as like part III courses is followed.

12. NSS / NCC/Sports/YRC / SIS / SA is mandatory for all students as per New Education Policy and the students must attend the allocated hours within two years and complete the programme. They will be evaluated during the end of second year (Fourth Semester) and also a certificate will be issued.

13. SDR – Student Development Report to be received by the department from the students till end of the fifth semester. (Evidences of Curricular activities and Co-curricular activities)

14. For online courses minimum of 2 certificates in any of the online platform is mandatory.

15. Open elective courses:

Departments can offer list of subjects which teaches moral ethics to the young community for the better future. The topics relevant to Indian ethics, Culture, Women rights, Yoga, Green farming, Indian constitution etc., as an open elective courses. These courses can be offered by the department or other department as inter department courses. Marks earned for this courses will not be included for CGPA calculations.

Extension Activities

NSS – National Service Scheme, as enrolled member with the College Unit.

NCC – National Credit Corps, as enrolled member with the College Unit.

SPORTS – Sports & Games Participation with College Team

YRC/RRC–Youth Red Cross / Red Ribbon Club, as enrolled member with the College Unit.

Rotaract Club - Rotaract Club, as enrolled member with the College Unit.

SIS – Special Interest Subjects, as approved by the Academic Council

SA – Social Activity for not less than 50 hours with NGGO like Aram Foundation / Shanthi Social Service /Siruthuli /Kulangal Pathukappu Amaipu /Old age Home / Nature Foundation / etc.

Regulations of Fast Track System (FTS)

- From the academic year 2021-22, our college is offering Fast Track System (FTS) for all UG and PG programmes. In this system, we are offering two courses under the course type of Discipline Specific Elective (DSE) in the sixth semester for all UG programmes and fourth semester for all PG programmes, which are equivalent and related with **National Programme on Technology Enhanced Learning/Study Webs of Active–Learning for Young Aspiring Minds** (NPTEL/SWAYAM) courses.

- The students have the option of taking two subjects of the sixth semester of their programme through NPTEL/SWAYAM portal from the list given by NPTEL and can complete the online course before fifth semester and submit the received original certificates to the COE office for getting approval. If the student completes these courses before the beginning of the sixth semester (UG)/fourth semester (PG), the candidate can be considered and exempted to write the examination from the assigned DSE courses in the sixth semester/fourth semester. They should complete only the self study course and project work during the VI/IV semester as assigned in the scheme. The candidate who completes the online courses and submits the successful course completion credentials, the credit transfer will be considered as per our Scheme of Examination for qualifying the degree. **The minimum duration of the registered online course must be 12 weeks.** Course duration of less than 12 weeks will not be considered.

- For all PG programmes, the candidates who were admitted during the academic year 2021-2022 under the Fast track system, for the self study course, the internal mark component will be as follows. For others regular internal pattern follows.

TEST	Max. Marks	Mode
CIA I	50 (50x1=50)	Online objective type
Model Exam.	50 (50x1=50)	Online objective type

Out of these two tests, the total marks will be converted into 40 marks as Internal.

- For all UG programmes, the candidates who were admitted during the academic year 2021-2022 under the Fast track system, for the self study course, the internal mark component will be as follows. For others regular internal pattern follows.

TEST	Max. Marks	Mode
CIA I	50 (50x1=50)	Online objective type
CIA II	50 (50x1=50)	Online objective type
Model Exam.	50 (50x1=50)	Online objective type

Out of three tests, the total mark will be converted into 30 marks as Internal.

- For the students admitted in Fast Track System, must enroll their names to the concerned department heads and get approval from the COE office at the beginning of III semester for all UG Programmes and at the beginning of II semester for all PG programmes.

- The students who cleared and got certified for online courses under the fast track system, the grade obtained will be converted into average marks of range. The received certificates must be submitted to the COE office for approval of the Controller and the Principal. The FTS courses will be treated as fully external.

DEPARTMENT OF BBA CA				CLASS: I BBA CA				
Sem	Course Type	Course Code	Course Title	Credits	Contact Hours / Week	CIA	Ext	Total
I	DSC	22BCU01	Core–I: Principles of Management	4	5	50	50	100

Nature of Course		
Knowledge and Skill Oriented	Employability Oriented	✓
	Entrepreneurship Oriented	✓
	Skill Development	✓

Course Objectives

1.To create an understanding of the fundamental principles of management

2. To enable students understand the Roles of a Manager in an organization.

3. To understand the various forms of organisation structures and analyse a suitable organisation structure.

4. To enable effective decision making and control for desired outcome.

5. To Develop the managerial skills of students for an effective application in their career.

Unit	Course Contents	Hours	K Level
I	**Management:** Meaning – Definitions –Nature - Scope- Distinction between Management and Administration. Management: A science or an art – Functions of Management- Levels of Management - Roles and Skills of a Manager- The evolution of Management Theory-(Henry Fayol, F.W. Taylor, Elton Mayo.)	12	Upto K4
II	**Planning:** Definition – Nature and Characteristics of Planning – Importance –Planning process- Types of Plans – Limitations. MBO-Definition –Process of MBO- Pros & Cons. **Decision making:** concept of decision and decision making - Decision making process - Types of Decisions – Environmental factors affecting management Decisions.(Globalization, Diversification and Technology)	12	Upto K4
III	**Organizing:** Meaning- Definition -Nature & Importance - Types of Organization - Organizational structure - Span of control. Delegation: Meaning – importance - Centralization Vs Decentralization. Departmentation: Meaning –Bases of Departmentation.	12	Upto K4
IV	**Staffing & Directing:** Staffing: Meaning – Definition-	12	

	Objectives, Factors affecting. Staffing. Directing: Meaning-Nature - Importance–principles – Elements of Directing		Upto K4
V	**Co-ordination & Controlling:** Co-ordination: Meaning-Principles & Effective Coordination Techniques-**Controlling**: Definition – Characteristics of control – Steps in controlling – Controlling Techniques –Computers as management Tools – Recent Trends in Management **.**	12	Upto K4

Book for Study
1. P.C.Tripathy, P.N.Reddy, Principles of Management, 6th Edition, Tata MC Graw Hill publishing Company Ltd.
2. Harold Knootz, Heinz Weinhrich, Essential of Management, 6th Edition, Tata MC Graw Hill publishing companyLtd

Books for Reference
1. Bhushan Y.K, Business Organization, 4th Edition, Tata MC Graw Hill publishing company Ltd.
2. L.M.Prasad, Principles of Management, 5th Edition, Himalaya Publication.
3. R.Vijayalakshmi, G.Ravindran, Principles of Management 2021, Charulatha Publications.
4. Dinkar Pagare, Principles of Management, Revised Edition 2018,Sultan Chand & Sons.
5. T. Ramasamy, ―Principles of Management, Himalaya Publishing House, First Edition, 2014. L.M.
6. Shukla - Business Organisation and Management – S.Chand & Company Ltd.,

Web Resources
1. https://openstax.org/details/books/principles-management
2. https://d3bxy9euw4e147.cloudfront.net/oscms-prodcms/media/documents/PrinciplesofManagement-OP.pdf
3. https://www.coursera.org/learn/principles-of-management
4. https://www.tutorialspoint.com/management_principles/index.htm

Pedagogy : Chalk & Talk, Exercise, Assignments, PPTs and ICT.

Rationale for Nature of the Course
Can understand the major functions of management (planning, organizing, leading, and controlling) and the significance of each function in relationship to the existence of the company.

Activities to be given

1. Assignments on Tesla Inc. - Four important and dynamic primary functions of management as planning, organizing, leading, and controlling. In this assignment identify, describe, and differentiate the four functions in the workplace of Tesla. Select

one of the four functions of management that your reading and consideration leads you to believe is the most important.

2. Classroom activities involving lectures, discussions and case studies (topped up with role-play) will be given to encourage the students to get involved, absorb and assimilate inputs.

Course Learning Outcomes

CLOs	On Completion of the Course, the students should be able to	K - Level
CLO1	Evaluate the managerial skills related to the functioning of an organization.	Upto K4
CLO2	Analyze the managerial tasks of planning, organizing, and controlling and it relevance in business organization.	Upto K4
CLO3	Identify the various organization structures for grouping of activities, hierarchy of authority and responsibility, relationship for achievement of common goals.	Upto K4
CLO4	Analyze and interpret the concepts of directing the workforce, improving performance through motivation and effective leadership.	Upto K4
CLO5	Examine the techniques of Control, Coordination and their Characteristics and understanding control as a tool for an effective outcome.	Upto K4
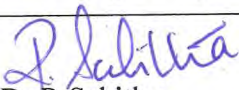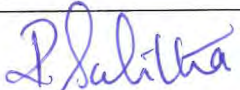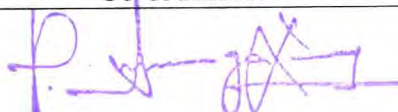
Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

CLOs	Programme Outcomes (with Graduate Attributes)				
	PO 1	PO 2	PO 3	PO 4	PO 5
CLO 1	3	2	3	2	2
CLO 2	3	3	3	2	2
CLO 3	2	2	2	2	2
CLO 4	3	2	2	3	3
CLO 5	3	3	2	3	3

3 – Advance Application   2 – Intermediate Level   1 – Basic Level

Course Designed by	Verified by HOD	Approved by CDC Co-ordinator
Dr.R.Sabitha Name & Signature of the Staff	Dr.R.Sabitha Name & Signature	Name & Signature

DEPARTMENT OF BBA CA				CLASS: I BBA CA				
Sem	Course Type	Course Code	Course Title	Credits	Contact Hours / Week	CIA	Ext	Total
I	DSC	22BCU02	**Core-II:** Business Communication	3	4	50	50	100

Nature of Course		
Knowledge and Skill Oriented	Employability Oriented	✔
	Entrepreneurship Oriented	✔
	Skill Development	✔

Course Objectives
1. To create an understanding of Business Communication and applications in organizations.
2. To Draft official letters to convey instructions, Policies and directions for sharing information.
3. To prepare business reports aiming at critical analysis of business environment to support decision making.
4. To recognize importance of grooming and observing etiquettes in enhancing ones personality and self -esteem.
5. To improve the overall communication and personality to compete in the business.

Unit	Course Contents	Hours	K Level
I	**Introduction to communication:** Meaning, Definition - Essential and Importance of Business Communication. Types of Communication – Barriers in Communication, Communication media.	8	Upto K4
II	**Communication through letters:** Essentials of an effective business letter - Layout of letters - Business enquiries – Offers and Quotations – Orders – Execution of Orders – Cancellation of Orders – Complaint letters. **Digital Content Development & Technology based communication:** E-mail, Blog, Tweet, Linked In. Teleconferencing-Web conferencing- Advantages and disadvantages	10	Upto K4
III	**Official Communication:** Meaning - Memo – Circulars – Notices – Agenda – Minutes – Preparation. **Report writing:** Meaning - Importance - Types - Layout – Contents – Preparation – Presentation.	10	Upto K4
IV	**Career oriented communication:** Resume writing, Skills inventory, Employment registration through job portal, References, Job application – Appointment Orders.	10	Upto K4

	Interview: Meaning - Definition - Principles of interview – Non-Verbal aspects of interview – Interview Skills – Types and Styles of Interview		
V	**Grooming for Corporate:** Etiquettes – Meaning – Importance- Types (Dressing & Grooming skills, Networking etiquettes, Work place Etiquettes, E-mail Etiquettes, Telephone Etiquettes and Meeting Etiquettes). **Listening Skills:** Listening – Meaning – Effective and ineffective listening skills. **Ethics in business communication:** Ethical code in communication, Ethical dilemmas faced by managers- Types of Dilemmas (Secrecy, Whistle-blowing, Leaks, Rumors and gossip, Lying and Ambiguity).	10	Upto K4

Book for Study
1. Rajendra Pal , Korahalli ―Essentials of Business Communication,2020, Sultan Chand & Sons, New Delhi.
2. Bhushan Y.K, Business Organization, 4th Edition, Tata MC Graw Hill publishing company Ltd.

Books for Reference
1. Anjanee Sethi, Bhavana Adhikari -Business Communication, Tata McGraw Hill Publication.
2. N.S.Raghunathan, - Business Communication , 2020,Margham Publications.
3. A N Kapoor - A Guide to Business Correspondence 2000 S. Chand Publishing
4. Mohammed Zahid Wadiwale - Business Correspondence: Communication Skills- (2019), Paperback
5. Ramesh, MS, and C. C Pattanshetti (2003), ―Business Communication R. Chand and Co, New Delhi**.**

Web Resources
1. https://openstax.org/books/principles-management/pages/16-2-types-of-communications-in-organizations
2. https://study.com/academy/course/business-113-business-communication.html
3. https://www.coursera.org/specializations/business-english
4. https://www.ncsl.org/documents/NLSSA/Communication_NLSSA_2011.pdf

Pedagogy : Chalk & Talk, Exercise, Assignments, PPTs and ICT.

Rationale for Nature of the Course
Can make students to communicate confidently and write effectively in different business situations.

Activities to be given

1. Assignment on Preparation of business letters for both Internal and External business environments.
2. Class Room Activity: "Interviewing for a Job and Preparing Employment Messages"
3. Public Speech on given topic.

Course Learning Outcomes

CLOs	On Completion of the Course, the students should be able to	K - Level
CLO1	Understand and Develop an ability in the the application of communication in business and the growing importance of effective communication.	Upto K4
CLO2	Interpreting information through letters and understanding technology based modes of communication.	Upto K4
CLO3	Analyzing and examining the business situations and the subsequent preparation and presentation of business reports.	Upto K4
CLO4	Examine in choosing a career path and plan towards professional growth atwork place.	Upto K4
CLO5	Analyse grooming and etiquettes in business environment.	Upto K4
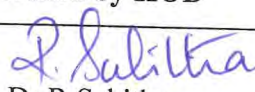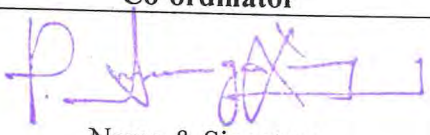
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CLO 2	3	3	2	3	3
CLO 3	3	2	3	3	3
CLO 4	3	2	2	3	2
CLO 5	3	3	3	3	3

3 – Advance Application   2 – Intermediate Level   1 – Basic Level

Course Designed by	Verified by HOD	Approved by CDC Co-ordinator
B.Janani Name & Signature of the Staff	Dr.R.Sabitha Name & Signature	Name & Signature

DEPARTMENT OF BBA CA				CLASS: I BBA CA				
Sem	Course Type	Course Code	Course Title	Credits	Contact Hours / Week	CIA	Ext	Total
I	DSC	22BCU03	**Core – III : Practical – I** - Business Communication (Office automation)	2	3	50	50	100

Nature of Course		
Knowledge and Skill Oriented	Employability Oriented	✔
	Entrepreneurship Oriented	✔
	Skill Development	✔

Course Objectives

1. To create an understanding of Business Communication.

2. To manage files using word processing and Spreadsheets.

3. To understand the use of Google Applications.

4. To enable students to learn presentation Slides to address large team with audio and visual effects.

5. To understand and gain the advantage of data sources and builds models for analyzing business data.

Unit	Course Contents	Hours	K Level
I	**WORD DOCUMENT PROCESSING** 1. Neatly type at least two pages of Text using Times New Roman 12 in A4 page layout. Use **different fonts** and also show different **font colors** and text highlighting. Show different alignments in Word Document. 2. Type two pages of Text and Add **bullets, header** and **footer** to your document in Word Document. 3. Type one full page in 12 size font and insert a **clip-art and picture** by posting the image at different places in Word Document. 4. Prepare a **Class Time Table** in Word Document.	7	Upto K4
II	5. Open Word document and type one page about "College". Carry out the below-listed taskson the same. a) Type the **heading** – "College" at the top of the Document. Use **WORD ART** to do this.	7	Upto K4

	b) **Justify** all the text. c) **Find** all instances of the word –"College" and **replace** it with "BBA CA". d) Check Spelling **and Grammar**. 6. Perform **mail merge** operation for your company interview call letter in Word Document. 7. Prepare Resume and Job Application Letter in Word Document. 8. Prepare Memo, Circulars and Notices for your Company using Word Document.		
III	9. Prepare an Agenda and Minutes for a meeting using Word Document. 10. Prepare a Document using **Google Docs.** **Spread Sheet** 11.Create a spreadsheet and do the following operations: a)Merge , Split and Format cells b)Enter the student mark details c)Perform data sorting(Both Number and Alphabets) 12. Bring out the student data in worksheet and find out the total and average by usingFormulae and Built-in Functions in Spread Sheet 14. 13 Create a spreadsheet for three countries data set and insert a different type of charts in Spread Sheet 15. Prepare a Spread sheet using Online Spreadsheet Editor	8	Upto K4
IV	**PRESENTATION SLIDES** 15. Design a PowerPoint presentation to inaugurate your Department activities.Your presentation should consist of: a) 4 slides explaining the college and department. b) Different slide layout for each slide. c) Different slide design for each slide and add animation and transition effectsfor each slide. 16. Draw an organization chart with minimum three hierarchical levels in PowerPoint presentations. 17. Design an advertisement campaign with minimum three slides and insert clipart andpictures with a different slide design for each slide.	**7**	Upto K4

	18. Prepare a Presentation using **Online** Presentations Slides.		

V	**DATABASE MANAGEMENT APPLICATION**
	19. Develop a student database and do the following Operations:
	    a) Enter the student details and perform sorting in Name Field.
	    b) Create Forms and Labels.
	20. Prepare Report using Report Wizard.
		7	Upto K4

Pedagogy : Practical Computer lab session Demonstration using LCD Projectors.

Rationale for Nature of the Course

Students can practice and exercise to excel in Word Document, Spreadsheet, Presentation Slides and Database.

Course Learning Outcomes

CLOs	On Completion of the Course, the students should be able to	K - Level
CLO1	Incorporation of Office Automation Applications for an error free business communication	Upto K4
CLO2	Develop the skills using Spreadsheets for business.	Upto K4
CLO3	Outline the skills of Google Applications	Upto K4
CLO4	Apply PowerPoint using various tools for business presentations.	Upto K4
CLO5	Analyze and build database.	Upto K4
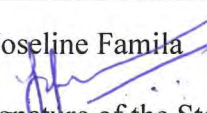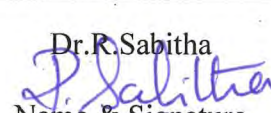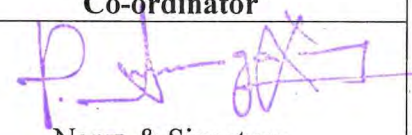
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	PO 1	PO 2	PO 3	PO 4	PO 5
CLO 1	3	3	2	2	3
CLO 2	3	2	3	3	2
CLO 3	2	3	3	2	2
CLO 4	3	3	3	2	3
CLO 5	3	2	2	2	3

3 – Advance Application   2 – Intermediate Level   1 – Basic Level

Course Designed by	Verified by HOD	Approved by CDC Co-ordinator
Mrs.J.Joseline Famila Name & Signature of the Staff	Dr.R.Sabitha Name & Signature	 Name & Signature

DEPARTMENT OF BBA CA					CLASS: I BBA CA			
Sem	Course Type	Course Code	Course Title	Credits	Contact Hours / Week	CIA	Ext	Total
II	DSC	22BCU05	**Core –IV**: Organisational Behaviour	4	5	50	50	100

Nature of Course		
Knowledge and Skill Oriented	Employability Oriented	✓
	Entrepreneurship Oriented	✓
	Skill Development	✓

Course Objectives
1.To impart knowledge on various aspects of human behavior in organization
2.To enable students in understanding the role of personality and their influence in organizations
3.To develop attitude to increase efficiency in contributing to organizations effectiveness.
4. To understand and recognize the importance of group and team work for a collaborative environment.
5. To enhance and develop readiness of the student for choices and changes to face the challenges.

Unit	Course Contents	Hours	K Level
I	**Organisational Behaviour:** Definition- Importance and Scope of Organizational Behaviour, Factors influencing OB- Evolutions and theories in OB. Individual Differences - Intelligence tests - Measurement of Intelligence.	12	Upto K4
II	**Personality**: Meaning, Types, Determinants of Personality, Personality Theory (Psycho analytic Theory), Perception – Meaning- Process- Factors affecting Perception. Motivation – Meaning- Theories (Maslow's, Herzberg's, Alderfer's ERG, McGregors X and Y theory - Transactional Analysis	12	Upto K4
III	**Learning – Meaning –Concepts – Process- Factors affecting learning** Job Satisfaction-Meaning - Measurement of Job satisfaction. Morale – meaning-Importance. Attitude: Meaning and Components, Employee Attitude and Behaviour.	12	Upto K4
IV	**Group dynamics**: Group-Meaning-types, group cohesiveness –Group norms-Group decision making. Conflict – Meaning - Concepts, Types, Resolution of Conflict .	12	Upto K4

V	**Leadership:** Meaning- Charactertics of a Successful Leader, Leadership Styles- Theories (Managerial Grid, Trait Theory, Situational Theory, Fielders Contingency Model). Counseling: Meaning- Importance – Types (**Case Study**).	12	Upto K4

Book for Study
1. Prasad.L.M - "Organizational Behaviour, 5th Edition, Sultan Chand & Son, New Delhi.
2. Stephen P. Robbins, Timothy A judge &Seema Sanghi - "Organizational Behaviour", PearsonEducation Ltd

Books for Reference
1. Fred Luthan - "Organizational Behaviour" McGraw Hill
2. S.S. Khanka , Organisational Behaviour , S.Chand & Co , New Delhi
3. M.Kousalyadevi & Dr.A.Jeyanthi – "Organisational Behaviour" Pradent publisher
4. Uma Sekaran, Organisational Behaviour Text & cases, 2nd edition,Tata McGraw Hill Publishing CO.Ltd
5. Gangadhar Rao,Narayana ,V.S.P Rao, Organisational Behaviour 1987, Reprint 2000, Konark Publishers Pvt.Ltd , 1 st edition

Web Resources
1. https://openstax.org/details/books/organizational-behavior
2. https://opentextbc.ca/organizationalbehavioropenstax/
3. http://tashfeen.pbworks.com/f/Organizational_Behaviour.pdf
4. https://www.coursera.org/learn/organisational-behaviour-know-your-people
5. https://www.tutorialspoint.com/organizational_behavior/organizational_behavior_tutorial.pdf

Pedagogy : Chalk & Talk, Case studies, Role play, Exercise, Assignments, PPTs and ICT.

Rationale for Nature of the Course
Can understand the business environment of how individual and group to behave in the workplace and their impact on productivity and profitability.

Activities to be given
1. Activities under the topic should be demonstrated

(i) Time Management Analysis

(ii) Leadership

(iii)Decision Making

2. Classroom activities involving lectures, discussions and case studies (topped up with role-play) will be given to encourage the students to get involved, absorb and assimilate inputs.

Course Learning Outcomes

CLOs	On Completion of the Course, the students should be able to	K - Level
CLO1	Demonstrate the concepts of organizational behavior and their contribution to the development of an organization.	Upto K4
CLO2	Develop the components of Individual Behaviour and apply the concept of Learning, Perception, Attitudes and values the organizations.	Upto K4
CLO3	Examining the determinants of Job Satisfaction, Employee Morale and Attitude	Upto K4
CLO4	Appraising the significance of the behaviour of individuals and groups and resolving conflicts.	Upto K4
CLO5	Apply the leadership skills acquired and their practical applications in employment and business.	Upto K4
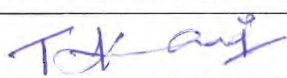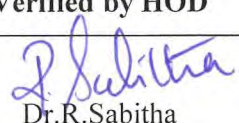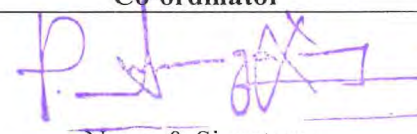
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CLO 2	3	3	3	3	2
CLO 3	3	3	2	3	3
CLO 4	3	3	2	2	3
CLO 5	2	3	2	3	2

3 – Advance Application   2 – Intermediate Level   1 – Basic Level

Course Designed by	Verified by HOD	Approved by CDC Co-ordinator
Mrs.T.Kamala Devi Name & Signature of the Staff	Dr.R.Sabitha Name & Signature	Name & Signature

DEPARTMENT OF BBA CA				CLASS: I BBA CA				
Sem	Course Type	Course Code	Course Title	Credits	Contact Hours / Week	CIA	Ext	Total
II	DSC	22BCU06	Core - V : Web Technology	3	3	50	50	100

Nature of Course		
Knowledge and Skill Oriented	Employability Oriented	✓
	Entrepreneurship Oriented	✓
	Skill Development	✓

Course Objectives
1. To inculcate knowledge on Web Technology concepts and functioning of Internet.
2. To understand the skills of creating an effective web page using html tags.
3. Understand hyperlinks and frames to create attractive webpages.
4. To develop programming skills using Javascript.
5. To enhance and develop knowledge of creating Dynamic Web Pages using DHTML.

Unit	Course Contents	Hours	K Level
I	**Internet Basics and HTML** Basics of Internet – Search Engines- E-mail &it's working. Introduction to HTML: - Web server – Web Browser – HTML Tags – The Structure of HTML Program – Title and Footer – Formatting Text – Heading Styles – Drawing Lines – Text Style and Effects.	7	Upto K4
II	**List, Tables and Images in HTML** Lists: - Unordered Lists – Ordered Lists – Definition lists. Tables: – Caption Tag – Width, Border, Cell padding, Cell spacing, BG Color, Row span, Col span Attributes. Images in HTML: - Image Tag – Border, Width, Height, Align, Alt Attributes.	7	Upto K4
III	**Links and Frames** Links: - External Linking – Internal Page linking – Linking to Particular location – Images as Hyperlinks – Image Map. Frames: - Frameset – Frame and its Attributes – Target Attributes.	8	Upto K4
IV	**JavaScript** JavaScript in web pages: – Writing JavaScript into HTML – Data Types and Literals – Variables – JavaScript Array – Operators and Expressions – Conditional Checking – Loop – Functions in JavaScript – Dialog Boxes: - Alter, Prompt, Conform. Forms in HTML: - Input Tag and Attributes.	8	Upto K4

V	**Dynamic HTML** Dynamic HTML: - Cascading Style Sheets – Style Tag – Font, Color, Background, Text, Border, Margin and List Attributes – External Style Sheets.	6	Upto K4

Book for Study
1. Ivan Bayross, "Web Enabled Commercial Application Development Using HTML.
2. Raj kamal,-Internet and web technologies –Tata McGraw Hill Education.

Books for Reference
1. NIIT Ltd., "HTML & XML an Introduction"-PHI Learning Pvt. Ltd, New Delhi.
2. D.P.Nagpal "Web technology design (theory and technique on the cutting edge)", S.Chand & company PVT LTD, New Delhi.
3. Thomas A.Powell., "The Complete Reference HTML &XHTML", Fourth Edition-Tata McGrawHill Education.
4. DHTML, JavaScript", BPB Publications, New Delhi.
5. P.J. Deitel & H.M. Deitel Pearson - Internet and World Wide Web How to program

Web Resources
1. https://archive.uneca.org/sites/default/files/uploaded-documents/SROs/SA/GIS-SP2018/introduction_to_web_technology.pdf
2. https://www.pdfdrive.com/web-technologies-concepts-methodologies-tools-and-applications-4-volumes-contemporary-research-in-information-science-and-technology-e161042295.html

Pedagogy : Chalk & Talk, Exercise, Assignments, PPTs and ICT.

Rationale for Nature of the Course

Students can know the underlying technologies that are gaining importance for the development of interactive Web applications in the competitive job environment

Activities to be given
1. E- Retail Website Creation
2. Classroom activities involving lectures, discussions and will be given to encourage the students to get involved, absorb and assimilate inputs.

Course Learning Outcomes

CLOs	On Completion of the Course, the students should be able to	K - Level
CLO1	Define internet concepts and basics structures of HTML Program.	Upto K4
CLO2	Construct HTML tags for lists, tables and images.	Upto K4
CLO3	Examine Links and Frames in Html.	Upto K4
CLO4	Develop and apply Java Script language.	Upto K4
CLO5	Analyse and design cascading style sheets.	Upto K4

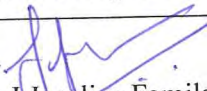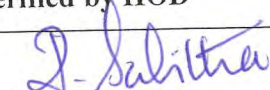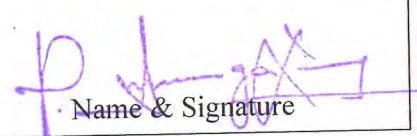## Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

CLOs	Programme Outcomes (with Graduate Attributes)				
	PO 1	PO 2	PO 3	PO 4	PO 5
CLO 1	3	3	3	3	3
CLO 2	3	3	3	2	2
CLO 3	2	2	3	2	2
CLO 4	3	2	2	3	3
CLO 5	2	3	3	3	2

3 – Advance Application   2 – Intermediate Level   1 – Basic Level

Course Designed by	Verified by HOD	Approved by CDC Co-ordinator
Mrs.J.Joseline Famila Name & Signature of the Staff	Dr.R.Sabitha Name & Signature	Name & Signature

Dr. R. SABITHA MBA.,M.Phil.,Ph.D.,
Head & Associate Professor,
Department of BBA.CA,
Hindusthan College of Arts and Science,
Coimbatore - 641 028.

Co-ordinator
Curriculum Development Cell
Hindusthan College of Arts & Science
Coimbatore-641 028.

DEPARTMENT OF BBA CA						CLASS: I BBA CA		
Sem	Course Type	Course Code	Course Title	Credits	Contact Hours / Week	CIA	Ext	Total
II	DSC	22BCU07	Core- VI - PRACTICAL II –WEB TECHNOLOGY	2	3	50	50	100

Nature of Course		
Knowledge and Skill Oriented	Employability Oriented	✓
	Entrepreneurship Oriented	✓
	Skill Development	✓

Course Objectives
1. To inculcate knowledge on Web Technology concepts.
2. To understand the text and formatting tags in html.
3. Develop knowledge in list, table, frame and form tags in HTML.
4. To develop programming skills using JavaScript.
5. To enhance and develop knowledge to create dynamic web pages using style sheets.

Unit	Course Contents	Hours	K Level
I	1. Create a web page in HTML using different text styles, text effects and marquee tag. 2. Create a web page for a Flower shop and make advertisement for that shop using HTML. 3.Design a Web page for the Mobile company in HTML using • Ordered List • Unordered list • Definition List.	**7**	Upto K4
II	4.Develop a HTML page to display your Class Time Table using Table tag. 5. Design a Web page in HTML and insert different images using the Imagetag.	**7**	Upto K4
III	6.Develop 3 web pages for a college and link with each other using Linktag in HTML. 7. Develop a Web page with images and make image as Hyperlink in HTML. 8. Design a web page for Retail outlet using Frames in HTML.	8	Upto K4

IV	9.Write a JavaScript code block, which validates a User name andPassword 10. Design a Web page in HTML for student registration form using form tag and its elements.		7	Upto K4
V	11.Design a web page for department in DHTML using Internal StyleSheets 12. Design a web page in DHTM.L using External Style Sheets.		7	Upto K4

Pedagogy : Practical Computer lab session Demonstration using LCD Projectors

Rationale for Nature of the Course
Students can know the underlying technologies that are gaining importance for the development of interactive Web applications in the competitive job environment.

Course Learning Outcomes

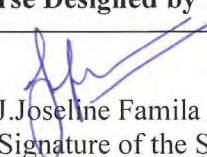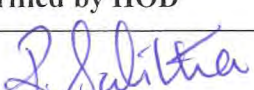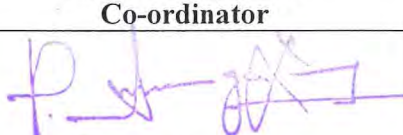| CLOs	On Completion of the Course, the students should be able to	K - Level
CLO1	Remember the concepts of webpage designing.	Upto K4
CLO2	Understanding the text and formatting tags.	Upto K4
CLO3	Construct list, table, frame and form tags in HTML.	Upto K4
CLO4	Develop and build Web pages using JavaScript.	Upto K4
CLO5	Experiment Internal and External style sheets.	Upto K4

Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

CLOs	Programme Outcomes (with Graduate Attributes)				
	PO 1	PO 2	PO 3	PO 4	PO 5
CLO 1	3	2	3	2	2
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CLO 3	2	2	3	2	2
CLO 4	3	3	2	3	3
CLO 5	3	3	2	3	3

3 – Advance Application   2 – Intermediate Level   1 – Basic Level

Course Designed by	Verified by HOD	Approved by CDC Co-ordinator
Mrs.J.Joseline Famila Name & Signature of the Staff	Dr.R.Sabitha Name & Signature	Name & Signature

DEPARTMENT OF BBA CA				CLASS: I BBA CA				
Sem	Course Type	Course Code	Course Title	Credits	Contact Hours / Week	CIA	Ext	Total
II	DSC	22BCU08	**Core – VII** : Retail Management	4	3	50	50	100

Nature of Course		
Knowledge and Skill Oriented	Employability Oriented	✓
	Entrepreneurship Oriented	✓
	Skill Development	✓

Course Objectives

1. To understand the concept of Retail Management.
2. To know the retail models and how a retailer creates value for its customers and appropriates valuefrom the markets.
3. To analyse the process of analysis, planning, acquisition, handling and control of the merchandiseinvestments of a retail business.
4. To learn the evolving retail markets in India to maximize sales and enhance profits..
5. To understand the applications of information technology for improving the customer service andraising the market share.

Unit	Course Contents	Hours	K Level
I	**Introduction to Retailing:** Meaning: Functions and concepts. Emerging Trends in retailing; Challenges in Retailing- Retail Environment. Global retailing.	7	Upto K4
II	**Retail Models and Strategies**: Business models in retail - Store based retailing, Non-Store retailing, Service Retailing. The Concepts life cycle in Retail - Retail Strategy: Meaning, Definition- Retail Strategic planning Process.	7	Upto K4
III	**Retail store planning:** Meaning and Importance of retail locations, Types of retail location, Factors Determining Location Selection. Merchandising: Meaning, factors influencing merchandising - Merchandise Planning, Retail space management: definition .store layout and design. Visual merchandising – Role and Responsibilities of Store Manager.	8	Upto K4
IV	**Retail in India:** Evolution and Size of retail in India – Drivers of retail change in India – Foreign Direct Investment in retail – Challenges to retail developments.	8	Upto K4

V	**Retail Management Information System:** Objectives, Retail Technologies: Automation, CRM and Human Resource & Executive System. E-tailing: Objectives, On-line Retail Categories, List of Software, EDI, Bar Coding, QR Coding. Ethical issues in Retailing.	6	Upto K4

Book for Study

1. Swapna Pradhan- Retailing Management-Text and cases, 6th Edition Tata McGraw Hill

2. Barry Berman and Joel R Evans – Retailing Management – A Strategic Approach, 13th Edition, PrenticeHall of India.

Books for Reference
1.   Gibson G Vedamani – Retail Management – Functional Principles and Practice, JaicoPublishing,House,.
2.   James R Ogden, Denise Ogden- Integrated Retail Management Biztantra
3.   SudarshanSeshanna- Retail Management, McGraw Hill Education (India) Pvt. Ltd.
4.   S.K..Baral – A Hand Book of Retail Management – AITBD Publishers.
5.   Mrs.Suja R Nair - Retailing Management - Himalaya Publication House.

Web Resources
1. https://www.tutorialspoint.com/retail_management/retail_management_tutorial.pdf
2. https://www.coursera.org/lecture/mafash/retail-management-yrF51
3. https://openstax.org/books/introduction-business/pages/12-3-the-competitive-world-of-retailing
4. https://courses.lumenlearning.com/wm-retailmanagement/
5. https://books.google.co.in/books/about/Retail_Management.html?id=5tnIDdWLQI0C&redir_esc=y

Pedagogy : Chalk & Talk, Exercise, Assignments, PPTs and ICT.

Rationale for Nature of the Course
Can understand the major functions of merchandise, market & marketing, sales, advertising, campaigning and market research to match with the current business world.

Activities to be given
1. Assignments on current trends including
   - E- Retailing
   - Retail Environment Analysis
   - Customer Behavior and Strategic Planning

2. Classroom activities involving lectures, discussions and case studies (topped up with role-play) will be given to encourage the students to get involved, absorb and assimilate inputs.

Course Learning Outcomes

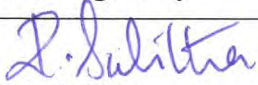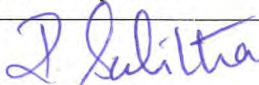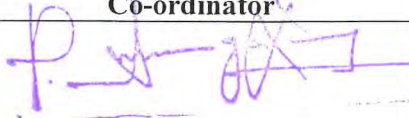| CLOs	On Completion of the Course, the students should be able to	K - Level
CLO1	Outline the concepts of retailing and its components.	Upto K4
CLO2	Evaluating the Retail models and its strategies.	Upto K4
CLO3	Develop and design the Retail store planning process for effective customer's service excellence.	Upto K4
CLO4	Analyse the Retail Management Information System(E-Tailing)	Upto K4
CLO5	Apply Retail Management Information Systems for quality improvisation	Upto K4

Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

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3 – Advance Application   2 – Intermediate Level   1 – Basic Level

Course Designed by	Verified by HOD	Approved by CDC Co-ordinator
Dr.R.Sabitha Name & Signature of the Staff	Dr.R.Sabitha Name & Signature	Name & Signature

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