

Sadakathullah Appa College

(Autonomous)

- Reaccredited by NAAC at an 'A++' Grade with a CGPA of 3.56
 - ISO 9001 : 2015 Certified Institution
- Rahmath Nagar, Tirunelveli - 11.
Tamil Nadu.**

DEPARTMENT OF BUSINESS ADMINISTRATION



CBCS SYLLABUS

**Learning Outcomes-based Curriculum Framework for
BUSINESS ADMINISTRATION (B.B.A.)**

**(Applicable for the students admitted from June 2024 as per
the Resolutions of the Academic Council Meeting held on 01.06.2024)**

CONTENTS

Sl. No.	Course Title	Course Code
1.	Prose	24ULAR11
2.	பொதுத் தமிழ் 1 - தமிழ் இலக்கிய வரலாறு - 1	24ULTA11
3.	General English - I	24ULEN11
4.	Management Principles and Practices	24UCBA11
5.	Accounting for Managers I	24UCBA12
6.	Managerial Economics	24UAEC13
7.	Basics of Event Management	24UNBA11
8.	Computing Skills-I	24UFBA11
9.	Grammar	24ULAR21
10.	பொதுத் தமிழ் 2 - தமிழ் இலக்கிய வரலாறு - 2	24ULTA21
11.	General English - II	24ULEN21
12.	Marketing Management	24UCBA21
13.	Accounting for Managers II	24UCBA22
14.	Business Statistics	24UAEC22
15.	Managerial Skill Development	24UNBA21
16.	Value Education I	24USVE2A
17.	Value Education II	24USVE2B

Sadakathullah Appa College, Rahmath Nagar, Tirunelveli – 627 011.

**Programme Structure & Credits – UG 2024 – 2027
Business Administration**

Sem	Part	Course Type	Title of the Course	Course Code	H/W	C	Marks		
							I	E	T
I	I	Lang-I	Prose	24ULAR11	6	3	25	75	100
			பொதுத் தமிழ் 1 - தமிழ் இலக்கிய வரலாறு - 1	24ULTA11					
	II	Lang-II	General English - I	24ULEN11	6	3	25	75	100
	III	Core-I	Management Principles and Practices	24UCBA11	4	4	25	75	100
	III	Core -II	Accounting for Managers I	24UCBA12	4	4	25	75	100
	III	EC –I (GE)	Managerial Economics	24UAEC13	6	5	25	75	100
	IV	SEC-I (NME)	Basics of Event Management	24UNBA11	2	2	15	35	50
	IV	FC	Computing Skills-I	24UFBA11	2	2	15	35	50
					30	23			600
II	I	Lang-I	Grammar	24ULAR21	6	3	25	75	100
			பொதுத் தமிழ் 2 - தமிழ் இலக்கிய வரலாறு - 2	24ULTA21					
	II	Lang-II	General English - II	24ULEN21	6	3	25	75	100
	III	Core-III	Marketing Management	24UCBA21	4	4	25	75	100
	III	Core - IV	Accounting for Managers II	24UCBA22	4	4	25	75	100
	III	EC –II (GE)	Business Statistics	24UAEC22	6	5	25	75	100
	IV	SEC-II (NME)	Managerial Skill Development	24UNBA21	2	2	15	35	50
	IV	SEC-III	Value Education I	24USVE2A	2	2	15	35	50
Value Education II			24USVE2B						
					30	23			600

Programme Outcomes (PO)
For
Bachelor of Business Administration

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PO	Upon completion of BBA Degree Programme, The students will be able to::
PO 1	Disciplinary Knowledge <ul style="list-style-type: none"> • Obtain in-depth knowledge in the key areas and in the allied areas of study in Commerce and Business.
PO 2	Communication Skills / Digital Literacy <ul style="list-style-type: none"> • Acquire the adequate skills that are needed for employment and to become an expert in business correspondence. • Obtain and apply ICT skills for trade purposes and effective e-commerce/ e-business operations.
PO 3	Critical Thinking / Analytical Skills / Problem Solving Skills <ul style="list-style-type: none"> • Gain understanding of concepts, principles and procedures in transacting business, running an organisation and to evaluate the advantages and disadvantages of embarking on business and business related activities based on their in-depth knowledge. • Apply the skills required for business and finance operations, planning and decision making and to conduct research in business / e-commerce / E-financing.
PO 4	Self-Directed Learning / Lifelong Learning <ul style="list-style-type: none"> • Gain knowledge about industries and its problems and to offer remedial measures. • Learn the characteristics of a good businessman for continual and sustained development.
PO 5	Moral and Ethical Awareness / Environmental Conservation and Sustainability <ul style="list-style-type: none"> • Be aware of the legal and ethical issues, fair-trade practices and to realise their personal and social responsibility. • Realise that environment and humans are dependent on one another and to know about the responsible management of our ecosystem for survival, and for the well-being of the future generation as well.
PO 6	Research-related skills: <ul style="list-style-type: none"> • A sense of inquiry and capability for asking relevant/appropriate questions, problem arising, synthesizing and articulating; Ability to recognize cause-and-effect relationships, define problems, formulate hypotheses, test hypotheses, analyze, interpret and draw conclusions from data, establish hypotheses, predict cause-and-effect relationships; ability to plan, execute and report the results of an experiment or investigation.

PROGRAMME SPECIFIC OUTCOMES (PSO)

PSO No.	Upon completion of BBA Degree programme, The students will be able to::	PO Addressed
PSO-1	Get the basics and principles of effective management styles and skills in business.	1, 2,3,4,6
PSO-2	Acquire language and ICT skills for better communication to accomplish business operations.	2
PSO-3	Obtain business analytical, problem-solving, and decision-making skills to run an organization successfully.	1,3, 6
PSO-4	Conduct scientific research and build a competitive strategy to sustain in a challenging business environment.	1,3, 6
PSO-5	Adopt fair trade and eco-friendly practices to balance business in a socially responsible manner.	5

Semester - I	PROSE		24ULAR11			
LANG - I			L	T	P	C
Hrs./Week: 6	Hrs./Semester : 60	Marks :100	6	-	-	3

General Objective: To make the students to understand the structure of Arabic language and improve the reading and writing skills.

Learning Objectives

LO	The learners will be able to:
LO-1	Understand basic Arabic grammar.
LO-2	Understand the structure of Arabic language.
LO-3	Employ sentence making.
LO-4	Enhance vocabulary.
LO-5	Improve reading and writing skills.

- UNIT I -** من الدرس الأول إلى الدرس الرابع
UNIT II - من الدرس الخامس إلى الدرس الثامن
UNIT III - من الدرس التاسع إلى الدرس الثالث عشر
UNIT IV - من الدرس الرابع عشر إلى الدرس الثامن عشر
UNIT V - من الدرس التاسع عشر إلى الدرس الثالث والعشرون

Textbooks:

دروس اللغة العربية لغير الناطقين بها، الجزء الأول، الدكتور ف. عبد الرحيم.1

Reference Books:

1. معجم الكلمات الواردة في دروس اللغة العربية لغير الناطقين بها
2. مفتاح دروس اللغة العربية لغير الناطقين بها
3. القراءة الراشدة – للشّيخ أبي الحسن عليّ الحسنيّ الندوي
4. القراءة المفيدة – للدكتور محمد يوسف كوكن العمري
5. منهاج العربية - السيد النبي حيدرآبادي

Course Outcomes

CO	Upon completion of this course, students would have learned to:	PSOs Addressed	Cognitive Level
CO-1	Understand the correct pronunciation of Arabic letters	PSO 1	K2
CO-2	Apply the structure-based composition	PSO 1,2	K3
CO-3	List out the new vocabulary in Arabic	PSO 1	K4
CO-4	Evaluate and read the Arabic sentences without diacritical marks	PSO 1,2	K5
CO-5	Able to create the simple sentences in Arabic without errors.	PSO 1	K6

**K1-Remembering; K2 - Understanding; K3 - Applying; K4 - Analyzing;
K5 - Evaluating; K6 - Creating**

Relationship Matrix

Semester	Course Code	Title of the Course					Hours	Credits				
I	24ULAR11	PROSE					90	3				
Course Outcomes (COs)	Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)					
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO1	PSO2	PSO3	PSO4	PSO5	
CO-1	3	3	1	2	1	1	3	2	2	1	1	
CO-2	3	3	1	2	1	1	3	2	2	1	1	
CO-3	3	3	1	2	1	1	3	2	2	1	1	
CO-4	3	3	1	2	1	1	3	2	2	1	1	
CO-5	3	3	1	2	1	1	3	2	2	1	1	

STRONG – 3, MEDIUM – 2 , LOW – 1

Prepared by : Dr. S.A.Mohamed Rafeek

Checked by: Dr. J. Ubaiyathulla

Head of the Department

Semester - I	பொதுத்தமிழ் - 1		24ULTA11			
LANG - I	தமிழ் இலக்கிய வரலாறு - 1		L	T	P	C
Hrs./Week: 6	Hrs./Semester : 90	Marks :100	6	-	-	3

General Objective:

- தமிழ் இலக்கியம் சார்ந்த போட்டித் தேர்வுகளுக்கு ஏற்ப கற்பித்தல் நடைமுறைகளை மேற்கொள்ளுதல்.

Learning Objectives:

LO	The learners will be able to:
LO - 1	தமிழ் இலக்கண, இலக்கியங்களை மாணவர்கள் அறியுமாறு செய்து அவர்களின் படைப்பாற்றலைத் தூண்டுதல்.
LO - 2	சங்க இலக்கியத்தில் காணப்பெறும் வாழ்வியல் சிந்தனைகளை அறிந்து கொள்வர்.
LO - 3	அற இலக்கியங்களை அறியச் செய்து வாழ்வின் விழுமியங்களை பயிற்றுவித்தல்.
LO - 4	காப்பியங்களை அறிமுகம் செய்து அதன் வழி வாழ்வியலை புரியச் செய்தல்.
LO - 5	பக்தி இலக்கியங்களின் மூலம் பக்தியுணர்வை ஊட்டுதல்.

அலகு 1 இலக்கணம்

1. தொல்காப்பியம், இறையனார் களவியல் உரை, நம்பியகப் பொருள், புறப்பொருள் வெண்பா மாலை, நன்னூல், தண்டியலங்காரம், யாப்பருங்கலக்காரிகை - நூல்கள்
2. மொழிப் பயிற்சி - ஒற்றுப்பிழை தவிர்த்தல்
 - வல்லினம் மிகும் இடங்கள்
 - வல்லினம் மிகா இடங்கள்
 - ஈரொற்று வரும் இடங்கள்
 - ஒரு, ஓர் வரும் இடங்கள்
 - அது, அஃது வரும் இடங்கள்
 - தான், தாம் வரும் இடங்கள்

1. சங்க இலக்கியம் - எட்டுத் தொகை, பத்துப்பாட்டு.
2. அற இலக்கியம் - பதினெண்கீழ்க்கணக்கு நூல்கள்.

3. காப்பிய இலக்கியம் - ஐம்பெருங் காப்பியங்கள், ஐஞ்சிறு காப்பியங்கள், சமயக் காப்பியங்கள்.
4. பக்தி இலக்கியமும் (பன்னிரு திருமுறைகள் நாலாயிர திவ்வியப் பிரபந்தம்), பகுத்தறிவு இலக்கியமும் (சித்தர் இலக்கியங்கள், புலவர் குழந்தையின் இராவண காவியம்)

அலகு 2 சங்க இலக்கியம் - எட்டுத்தொகை, பத்துப்பாட்டு எட்டுத்தொகை

1. நற்றிணை - முதல் பாடல் - நின்ற சொல்லர்
2. குறுந்தொகை 3 ஆம் பாடல் - நிலத்தினும் பெரிதே
3. ஐங்குறுநூறு - “நெல் பல பொலிக! பொன் பெரிது சிறக்க!”(முதல் பாடல்) வேட்கைப் பத்து.
4. கலித்தொகை - 51- சுடர்த்தொடிக் கேளாய் - குறிஞ்சிக் கலி.
5. புறநானூறு - 189 தெண்கடல் வளாகம் பொதுமையின்றி, நாடா கொன்றோ -187

பத்துப்பாட்டு

1. முல்லைப்பாட்டு (முழுவதும்)

அலகு 3 அற இலக்கியம் பதினெண்கீழ்க்கணக்கு நூல்கள்

1. திருக்குறள் - அறன் வலியுறுத்தல் அதிகாரம்
2. நாலடியார் - பாடல் : 131 (குஞ்சியழகும்)
3. நான்மணிக்கடிகை - நிலத்துக்கு அணியென்ப
4. பழமொழி நானூறு - தம் நடை நோக்கர்
5. இனியவை நாற்பது - 37 இளமையை மூப்பு என்று

அலகு 4 காப்பிய இலக்கியம் (ஐம்பெருங் காப்பியங்கள், ஐஞ்சிறு காப்பியங்கள், சமயக் காப்பியங்கள்)

1. சிலப்பதிகாரம் - வழக்குரைகாதை
2. மணிமேகலை - பாத்திரம் பெற்ற காதை
3. பெரியபுராணம் - பூசலார் நாயனார் புராணம்
4. கம்பராமாயணம் - குகப் படலம்
5. சீறாப்புராணம் - மானுக்குப் பிணை நின்ற படலம்
6. இயேசு காவியம் - ஊதாரிப்பிள்ளை

அலகு 5 பக்தி இலக்கியமும், பகுத்தறிவு இலக்கியமும் (பக்தி இலக்கியம் பன்னிரு திருமுறைகள், நாலாயிர திவ்வியப் பிரபந்தம் - பகுத்தறிவு இலக்கியம் (சித்தர் இலக்கியங்கள், புலவர் குழந்தையின் இராவண காவியம்)

பக்தி இலக்கியம்:

1. திருநாவுக்கரசர் தேவாரம் - “நாமார்க்கும் குடியல்லோம்” எனத் தொடங்கும் பாடல் மட்டும்

2. மாணிக்கவாசகர் திருவாசகம் - “நமச்சிவாய வாழ்க நாதன் தாள் வாழ்க” முதல் “சிரம்குவிவார் ஓங்குவிக்கும் சீரோன் கழல் வெல்க” வரை.
3. பொய்கையாழ்வார் - வையந் தகளியா வார்கடலே
4. பூதத்தாழ்வார் - அன்பே தகளியா
5. பேயாழ்வார் - திருக்கண்டேன் பொன்மேனி கண்டேன்
6. ஆண்டாள் - திருப்பாவை மார்கழித் திங்கள் (முதல் பாடல்)

பகுத்தறிவு இலக்கியம்

1. திருமுலர் - திருமந்திரம் (270, 271, 274, 275 285) பட்டினத்தார் திருவிடை மருதூர் (காடே திரிந்து – எனத் தொடங்கும் பாடல் பா.எண். 279, 280)
2. கடுவெளிச் சித்தர் - பாபஞ்செய் யாதிரு மனமே (பாடல் முழுவதும்)
3. இராவண காவியம் - தாய்மொழிப் படலம் - 18, ஏடுகையில்லா ரில்லை முதல்- 22 செந்தமிழ் வளர்த்தார் வரை.

பாட நூல்:

பதிப்பாசிரியர் முனைவர் ச.மகாதேவன், பொதுத்தமிழ் 1, சதக்கத்துல்லாஹ் அப்பா கல்லூரி வெளியீடு, 2024 – 2025 (முதற் பதிப்பு).

பார்வை நூல்கள் :

1. மு. வரதராசன், தமிழ் இலக்கிய வரலாறு, சாகித்ய அகாதெமி, புதுடெல்லி.
2. மது. ச. விமலானந்தன், தமிழ் இலக்கிய வரலாறு, மீனாட்சி புத்தக நிலையம், மதுரை.
3. தமிழண்ணல், புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு, மீனாட்சி புத்தக நிலையம், மதுரை.
4. தமிழ் இலக்கிய வரலாறு – முனைவர்.சிற்பி பாலசுப்ரமணியம், முனைவர்.சொ.சேதுபதி
5. புதிய தமிழ் இலக்கிய வரலாறு – முனைவர்.சிற்பி பாலசுப்ரமணியம், நீல.பத்மநாபன்
6. தமிழ் இலக்கிய வரலாறு - டாக்டர்.அ.கா.பெருமாள்
7. தமிழ் இலக்கிய வரலாறு - முனைவர். ப.ச.ஏசுதாசன்
8. தமிழ் இலக்கிய வரலாறு – ஸ்ரீகுமார்
9. வகைமை நோக்கில் தமிழ் இலக்கிய வரலாறு – பாக்கியமேரி
10. தமிழ் பயிற்றும் முறை, பேராசிரியர் ந. சுப்புரெட்டியார் - மணிவாசகர் பதிப்பகம், சிதம்பரம்

- <https://www.chennaiLibrary.com/>
- <https://www.sirukathaigal.com>
- <https://www.tamilvirtualuniversity.org>
- <https://www.noolulagam.com>
- <https://www.katuraitamilblogspot.com>

Course Outcomes

CO	Upon completion of this course, students will be able to	PSO Addressed	Cognitive Level
CO-1	மொழியறிவோடு சிந்தனைத் திறனைப் பெறுவர்.	1, 2, 3	K4
CO-2	சங்க இலக்கியத்தில் காணப்பெறும் வாழ்வியல் சிந்தனைகளை அறிந்து கொள்வர்.	1, 4	K3, K4
CO-3	அற இலக்கியம் தமிழ்க் காப்பியங்களின் வழி வாழ்வியல் சிந்தனையைப் பெறுவர்.	2,3,4	K3, K4,
CO-4	பக்தி இலக்கியங்களைக் கற்பதன் மூலம் பக்தி நெறியினை அறிவர்.	4,5	K3, K6
CO-5	பகுத்தறிவு இலக்கியங்களைக் கற்பதன் வழி சமய நல்லிணக்கத்தைப் பின்பற்றுவர்.	2,3,4	K5, K6

K1-Remembering; K2 – Understanding; K3 - Applying; K4 - Analyzing; K5 – Evaluating; K6 – Creating

Relationship Matrix

Semester	Course Code	Title of the Course					Hours	Credits				
I	24ULTA11	தமிழ் இலக்கிய வரலாறு - 1					90	3				
Course Outcomes (COs)	Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)					
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	
CO-1	3	2	3	3	3	2	2	2	3	2	3	
CO-2	3	3	2	2	2	3	2	3	3	2	2	
CO-3	3	2	3	3	2	2	2	3	2	3	2	
CO-4	-	3	3	2	2	2	3	2	3	2	2	
CO-5	-	3	2	2	2	3	3	2	2	2	2	

3 - STRONG, 2 - MEDIUM, 1- LOW

Prepared by : Dr. A.S. Shaik Sindha

Checked by: Dr.S.Mahadevan

Head of the Department

Semester - I	General English - 1		24ULEN11			
LANG- II			L	T	P	C
Hrs./Week: 6	Hrs./Semester : 90	Marks :100	6	-	-	3

General Objective:

To train learners to communicate effectively, think critically, and express themselves creatively.

Learning Objectives (LO)

LO	The learners will be able to :
LO – 1	Acquire self-awareness and develop positive thinking which are required in various situations.
LO – 2	Develop the attribute of empathy
LO – 3	Acquire creative and critical thinking skills
LO – 4	Learn the basics of grammar
LO – 5	Develop Listening, Speaking, Reading and Writing (LSRW) skills

Unit - I

The Skill-focused: Self-Awareness and Positive Thinking

Autobiography

1. *I am Malala* (Chapter 1) by Malala Yousafzai.
2. *The Story of My Experiments with Truth* (Chapters 1, 2 and 3) by M.K.Gandhi.

Poetry

1. “Where the Mind is Without Fear” (*Gitanjali*, Verse – 35) by Rabindranath Tagore
2. “Love Cycle by Chinua Achebe”

Unit – II

The Skill Focused: Empathy

Poetry

1. “Nine Gold Medals” – David Roth
2. “Alice Fell or Poverty” – William Wordsworth

Short Story

1. The School for Sympathy – E.V. Lucas
2. Barn Burning – William Faulkner

Unit – III

The Skills Focused:Critical and Creative Thinking

Poetry

1. “The Things That Haven’t Been Done Before” – Edgar Guest

2. "Stopping by the Woods on a Snowy Evening" – Robert Frost

Readers Theatre

1. The Magic Brocade – A Tale of China
2. "Three Sideway Stories from Wayside School" by Louis Sachar adapted from the book *Stories on Stage* by Aaron Shepard.

Unit – IV

Parts of Speech

1. Articles
2. Noun
3. Pronoun
4. Verb
5. Adverb
6. Adjective
7. Preposition

Unit – V

Paragraph and Essay Writing

1. Descriptive
2. Expository
3. Persuasive
4. Narrative

Reading Comprehension

Types of Reading: Extensive and Intensive Reading

Vocabulary Building

Critical text analysis

Deep reading (Pages 72 to 84 from TANSICHE Syllabus - 2022)

Textbooks

1. Malala Yousafzai. *I am Malala*, Little, Brown and Company, 2013.
2. M.K. Gandhi. *An Autobiography or The Story of My Experiments with Truth* (Chapter – I), Rupa Publications, 2011.
3. Rabindranath Tagore. "Gitanjali 35" from *Gitanjali* (Song Offerings): A Collection of Prose Translations made by the Author from the Original Bengali. Mac Millan, 1913.
4. N. Krishnasamy, *Modern English: A Book of Grammar, Usage and Composition*, Macmillan, 1975.
5. Aaron Shepard. *Stories on Stage*, Shepard Publications, 2017.
6. J.C. Nesfield. *English Grammar, Composition and Usage*, Macmillan, 2019.

Web Sources

1. Malala Yousafzai. I am Malala (Chapter 1)
<https://archive.org/details/i-am-malala>.

2. M.K Gandhi. An Autobiography or The Story of My Experiments with Truth (Chapter-1)-Rupa Publication, 2011.
<https://www.indiastudychannel.com/resources/146521-Book-Review-An-Autobiography-or-The-story-of-my-experiments-with-Truth.aspx>
3. Rabindranath Tagore. "Gitanjali 35" from Gitanjali (Song Offerings)
<https://www.poetryfoundation.org/poems/45668/gitanjali-35>
4. Aaron Shepard.Stories on Stage, Shepard Publications, 2017.
<https://amzn.eu/d/9rVzINv>
5. J C Nesfield. Manual of English Grammar and Composition.<https://archive.org/details/in.ernet.dli.2015.44179>

Course Outcomes

CO	Upon completion of this course, students would have learned to:	PSOs Addressed	Cognitive Level
CO-1	Understand self- awareness and positive thinking required in various life situations	1,2,3	K1, K2
CO-2	Acquire the attribute of empathy.	1,2,3,4	K2, K3
CO-3	Develop creative and critical thinking abilities.	1,2,3,4	K3, K4
CO-4	Explain basic grammar, develop and integrate the use of four language skills (LSRW)	2, 3	K4, K5
CO-5	Compose original poems and personal narratives.	1,2,3,4	K5, K6

**K1-Remembering; K2 – Understanding; K3 - Applying; K4 - Analyzing;
K5 – Evaluating; K6 - Creating**

Relationship Matrix

Semester	Course Code	Title of the Course						Hours	Credits		
1	24ULEN11	General English 1						90	3		
Course Outcomes (COs)	Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)				
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	3	3	3	1	2	3	3	3	3	3	3
CO2	3	3	3	1	2	3	3	3	3	1	1
CO3	3	3	1	3	3	2	3	3	3	1	1
CO4	3	3	1	2	1	3	3	3	3	3	3
CO5	3	3	3	3	3	2	3	3	3	3	3

STRONG – 3, MEDIUM – 2 AND LOW - 1

Prepared by: Dr.L.Faustina Leo

Checked by

Dr.S.Mohamed Haneef

Head of the Department

Semester - I	Management Principles and Practices		24UCBA11			
Core-I			L	T	P	C
Hrs./Week: 4	Hrs./Semester : 60	Marks :100	4	-	-	4

General Objectives:

The course *Management Principles and Practices* aims to provide students with foundational knowledge of management, including planning, decision-making, organizing, directing, and controlling. It emphasizes the application of management principles and the importance of ethical practices in business

Learning Objectives

LO	The learner will be able to:
LO1	Impart knowledge about evolution of management
LO2	Provide understanding on planning process and importance of decision making in organization
LO3	Learn the application of principles in organization
LO4	Study the process of effective controlling in organization
LO5	Familiarize students about significance of ethics in business and its implications.

UNIT – I

Management: Importance – Definition – Nature and Scope of Management – Process – Role and Functions of a Manager – Levels of Management – Development of Scientific Management and other Schools of thought and approaches.

UNIT – II

Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Natures and Types of Policies – Decision – making – Process of Decision – making – Types of Decision.

UNIT – III

Organizing: Types of Organizations – Organization Structure – Span of Control and Committees – Departmentalization – Informal Organization- Authority – Delegation – Decentralization – Difference between Authority and Power – Responsibility.

UNIT – IV

Direction – Nature and Purpose. Co- ordination – Need, Type and Techniques and requisites for excellent Co-ordination – Controlling – Meaning and Importance – Control Process.

UNIT – V

Definition of Business ethics - Types of Ethical issues -Role and importance of Business Ethics and Values in Business - Ethics internal - Ethics External - Environment Protection - Responsibilities of Business

Reading list

1. JAF Stoner, Freeman R.E and Daniel R Gilbert “Management”, 6th Edition, Pearson Education, 2004.
2. Griffin, T.O., Management, Houghton Mifflin Company, Boston, USA, 2014.
3. Stephen A. Robbins & David A. Decenzo & Mary Coulter, “Fundamentals of Management” 7th Edition, Pearson Education, 2011
4. Stoner, Freeman, Gilbert Jr. (2014). Management (6th edition), New Delhi: Prentice Hall India
5. Robbins, S., Coulter, M., Sidani, D., and Jamali, D., Management: Arab World Edition, Pearson, 2014.

Reference Books

1. P.C. Tripathi& P.N Reddy; Principles of Management, Sultan Chand& Sons,6th Edition, 2017
2. L.M.Prasad; Principles & Practice of Management, Sultan Chand & Sons, 8 th Edition.
3. Stephen P. Robbins & Mary Coulter; Management, Pearson Education, 13th Edition, 2017
4. Dr.C.B.Gupta; Principles of Management, Sultan Chand& Sons, 3 rd Edition.
5. Harold Koontz, Hienz Weihrich, A Ramachandra Aryasri; Principles of Management, McGraw Hill, 2nd edition, 2015

Web Resources

- 1 <https://www.toolshero.com/management/14-principles-of-management/>
- 2 <https://open.umn.edu/opentextbooks/textbooks/693>
- 3 <https://open.umn.edu/opentextbooks/textbooks/34>
- 4 <https://openstax.org/subjects/business>
- 5 <https://blog.hubspot.com/marketing/management-principles>

Course Outcomes

CO	Upon completion of the course, the students will be able to:	PSO Addressed	Cognitive Level
CO1	Describe nature, scope, role, levels, functions and approaches of management	1,3,4	K1, K2
CO2	Apply planning and decision making in management	3,4	K3, K4
CO3	Identify organization structure and various organizing techniques	1,3	K2, K3
CO4	Understand Direction, Co-ordination & Control mechanisms	1,3	K2, K4
CO5	Relate and infer ethical practices of organisation.	5	K5, K6

**K1-Remembering; K2 – Understanding; K3 - Applying; K4 - Analyzing;
K5 – Evaluating; K6 - Creating**

Relationship Matrix

Semester	Course Code	Title of the Course					Hours	Credits				
I	24UCBA11	Management Principles and Practices					60	4				
Course Outcomes (COs)	Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)					
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	
CO-1	3	1	3	3	3	-	3	1	2	1	1	
CO-2	3	2	3	2	1	-	2	1	3	2	1	
CO-3	3	2	3	2	1	-	3	1	3	2	1	
CO-4	3	2	3	2	1	-	3	1	3	2	1	
CO-5	2	1	2	1	3	-	2	1	2	1	3	
STRONG (3), MEDIUM (2) and LOW (1)												

Prepared by: Dr.S.Shahul Hameed

Checked by: Dr.S.Shahul Hameed
Head of the Department

Semester - I	Accounting for Managers I		24UCBA12			
Core-II			L	T	P	C
Hrs./Week: 4	Hrs./Semester : 60	Marks :100	4	-	-	4

General Objectives

The course *Accounting for Managers I* aims to equip students with a solid foundation in accounting principles, enabling them to prepare and analyze financial records effectively. It helps students understand key accounting processes such as journal entries, ledger maintenance, and trial balance preparation. The course also enhances their ability to interpret financial statements, rectify errors, and handle accounting for specialized systems like Hire Purchase and Single Entry, fostering practical skills crucial for managerial decision-making in business.

Learning Objectives

LO	The learners will be able to:
LO1	Impart knowledge about basic concepts of accounting its applications
LO2	Analyze and interpret financial reports of a company
LO3	Understand the gross profit and net profit earned by organization
LO4	Foster knowledge on Hire Purchase system
LO5	Understand the procedures of Accounting under Single entry system.

UNIT – I

Meaning and scope of Accounting, Basic Accounting Concepts and Conventions – Objectives of Accounting – Accounting Transactions – Double Entry Book Keeping – Journal, Ledger, Preparation of Trial Balance

UNIT - II

Subsidiary book – Preparation of cash Book – Bank reconciliation statement – rectification of errors – Suspense account

UNIT – III

Preparation of Final Accounts – Adjustments – Closing stock, outstanding, prepaid and accrued, depreciation, bad and doubtful debts, provision and discount on debtors and creditors, interest on drawings and capital.

UNIT – IV

Hire Purchase System – Default and Repossession – Hire Purchase Trading Account – Installment System.

UNIT – V

Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method.

Reading List

1. Goel.D.K and Shelly Goel, 2018, Financial Accounting, Arya Publications, 2nd edition.
2. Jain .S.P &Narang .K, 1999, Financial Accounting, Kalyani Publishers, Ludhiana, 4th edition
3. Rakesh Shankar. R &Manikandan.S, Financial Accounting, SCITECH, 3rd edition.
4. Shukla & Grewal, 2002, Advanced Accounting, Sultan Chand & Sons, New Delhi, 15th edition.
5. Tulsian P.C., 2006, Financial Accounting, Pearson Education

References Books

1. Dr.K.Ganesan & S.Ushena Begam – Accounting for Managers - Volume 1, Charulatha Publications, Chennai
2. TS Reddy & amp; A.Murthy; Financial Accounting -Margham Publications , 6th Edition, 2019
3. David Kolitz; Financial Accounting – Taylor and Francis group, USA 2017
4. M N Arora; Accounting for Management- Himalaya Publications House 2019.
5. SN Maheswari; Financial Accounting - Vikas Publishing House, Jan 2018.
6. T. Horngren Charles, L. Sundern Gary, A. Elliott John; Introduction to Financial Accounting, Pearson Publications Oct 2017.

Web Resources

1. https://ebooks.lpude.in/management/mba/term_1/DMGT403_ACCOUNTING_FOR MANAGERS.pdf
2. <https://www.drnishikantjha.com/booksCollection/Accounting%20for%20Management%20for%20MBA%20.pdf>
3. <https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles>
4. https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system
5. <https://www.profitbooks.net/what-is-depreciation>

Course Outcomes

CO	Upon completion of the course, the students will be able to:	PSO Addressed	Cognitive Level
CO1	Prepare Journal, ledger, trial balance and cash book	1,3	K1, K3, K4
CO2	Classify errors and making rectification entries	1,3	K2, K3
CO3	Prepare final accounts with adjustments	1,3	K4, K5
CO4	To understand Hire Purchase system	1,5	K2, K3
CO5	Prepare single and double entry system of accounting.	1,3	K4, K5

**K1-Remembering; K2 – Understanding; K3 - Applying; K4 - Analyzing;
K5 – Evaluating; K6 - Creating**

Relationship Matrix

Semester	Course Code	Title of the Course	Hours	Credits							
I	24UCBA12	Accounting for Managers I	60	4							
Course Outcomes (COs)	Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)				
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	2	2	3	2	1	-	3	2	1	2	1
CO-2	2	2	2	3	1	-	2	2	3	1	1
CO-3	2	2	3	2	1	-	2	3	2	1	1
CO-4	1	1	1	2	3	-	1	1	2	3	2
CO-5	3	2	3	2	1	-	3	2	1	2	1
STRONG (3), MEDIUM (2) and LOW (1)											

Prepared by: Dr.A.Mariammal

Checked by: Dr.S.Shahul Hameed

Head of the Department

Semester - I	Managerial Economics		24UAEC13			
EC-I (Allied)			L	T	P	C
Hrs./Week: 6	Hrs./Semester : 90	Marks :100	5	1	-	5

General Objectives:

The course *Managerial Economics* equips students with essential economic concepts and tools to enhance business decision-making. It helps students analyze market dynamics, including supply, demand, and pricing strategies, while gaining insights into cost analysis and production efficiency. The course fosters understanding of various market structures and equips students with skills to apply economic principles in solving real-world managerial problems, ultimately supporting strategic and informed business decisions.

Learning Objectives

LO	The learners will be able to
LO1	Familiarize students with concepts of managerial economics and its relevant concepts of economics in current business scenario
LO2	Understand the applications & implications of economics and its knowledge of the mechanics of supply and demand markets in decision-making and problem solving.
LO3	Understand the optimal point of cost analysis and production factors of the firm.
LO4	Describe the pricing methods and strategies that are consistent with evolving marketing needs
LO5	Provide insights to the various market structures in an economy.

UNIT – I

Nature and scope of managerial economics – definition of economics – important concepts of economics – relationship between micro, macro and managerial economics – nature and scope – objectives of firm.

UNIT – II

Demand analysis – Theory of consumer behavior – Marginal utility analysis – indifference curve analysis Meaning of demand – Law of demand – Types of demand-Determinants of demand – Elasticity of demand –Demand forecasting.

UNIT – III

Production and cost analysis – Production – Factors of production – production function – Concept – Law of variable proportion – Law of return to scale and economics of scale – cost analysis – Different cost concepts – Cost output relationship short run and long run – Revenue curves of firms – Supply analysis.

UNIT – IV

Pricing methods and strategies – Objectives – Factors – General consideration of pricing – methods of pricing – Dual pricing – Price discrimination

UNIT – V

Market classification – Perfect competition – Monopoly – Monopolistic competition – Duopoly – Oligopoly

Reading List	
1.	Journal of Economic Literature – American Economic Association
2.	Arthasastra Indian Journal of Economics & Research
3.	Mithani D.M. (2016) -Managerial Economics –Himalaya Publishing House – Mumbai
4.	Indian Economic Journal/Sage Publications
5.	Mehta P.L (2016) – Managerial Economics – Sultan Chand & Sons – New Delhi
References Books	
1.	Dr. S. Sankaran; Managerial Economics; Margham Publication, Chennai, 2019
2.	Thomas and Maurice; Managerial Economics: Foundations of Business Analysis and Strategy, McGraw Hill Education, 10 editions, 2017.
3.	D N Dwivedi; Managerial Economics: Vikas Publishing House, 8 th edition, 2015.
4.	H L Ahuja; Managerial Economics, S. Chand, 9th Edition,2017.
5.	Dominick Salvatore; Managerial Economics: Principles and Worldwide Applications, Oxford University Press, Eighth edition, 2016
Web Resources	
1.	https://www.studocu.com/row/document/azerbaycan-dovlet-iqtisad-universiteti/business-and-management/lecture-notes-on-managerial-economics/6061597
2.	https://www.intelligenteconomist.com/profit-maximization-rule
3.	http://www.economicdiscussion.net/laws-of-production/laws-of-production-laws-of-returns-to-scale-and-variable-proportions/5134
4.	http://www.simplynotes.in/e-notes/mbabba/managerial-economics/
5.	https://businessjargons.com/determinants-of-elasticity-of-demand.html

Course Outcomes

CO	Upon completion of the course, the students will be able to:	PSO Addressed	Cognitive Level
CO1	Analyze & apply the various managerial economic concepts in individual & business decisions.	3,4	K1, K4, K5
CO2	Explain demand concepts, underlying theories and identify demand forecasting techniques.	1,3	K2, K4
CO3	Employ production, cost and supply analysis for business decision making	3,4	K4, K5
CO4	Identify pricing strategies	1,3	K2, K3
CO5	Classify market structures under competitive scenarios.	3,4	K2, K4

**K1-Remembering; K2 – Understanding; K3 - Applying; K4 - Analyzing;
K5 – Evaluating; K6 - Creating**

Relationship Matrix

Semester	Course Code	Title of the Course	Hours	Credits							
I	24UAEC13	Managerial Economics	90	5							
Course Outcomes (COs)	Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)				
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	3	2	3	2	1	-	3	1	3	3	1
CO2	3	2	3	2	1	-	3	1	3	3	1
CO3	3	2	3	2	1	-	3	1	3	3	1
CO4	3	2	3	2	1	-	3	1	3	3	1
CO5	3	2	3	2	1	-	3	1	3	3	1
STRONG (3), MEDIUM (2) and LOW (1)- 0											

Prepared by: Ms. Shalma Shereef

Checked by: Dr.M.Sulthana Barvin
Head of the Department

Semester - I	Basics of Event Management		24UNBA11			
SEC-I (NME)			L	T	P	C
Hrs./Week: 2	Hrs./Semester : 30	Marks :50	2	-	-	2

General Objectives:

The course *Basics of Event Management* provides students with foundational knowledge of event management, from understanding its core concepts to designing and planning events. It helps students develop skills in feasibility analysis, event marketing using the 5 Ps, and financial management, including budgeting and sponsorship. The course equips students with practical insights into organizing and promoting successful events, preparing them for various roles in the event management industry.

Learning Objectives

LO	The learners will be able to:
LO1	Know the basic of event management its concepts
LO2	Make an event design
LO3	Make feasibility analysis for event.
LO4	Understand the 5 Ps of Event Marketing
LO5	Know the financial aspects of event management and its promotion

UNIT – I

Introduction: Event Management – Definition, Need, Importance, Activities.

UNIT – II

Concept and Design of Events: Event Co-ordination, Developing & Evaluating event concept – Event Design

UNIT – III

Event Feasibility: Resources – Feasibility, SWOT Analysis

UNIT – IV

Event Planning & Promotion – Marketing & Promotion – 5Ps of Event Marketing – Product, Price, Place, Promotion, Public Relations

UNIT - V

Event Budget – Financial Analysis – Event Cost – Event Sponsorship

Reading List

1. Event Management: A Booming Industry and an Eventful Career by Devesh Kishore, Ganga Sagar Singh - Har-Anand Publications Pvt. Ltd.
2. Event Management by Swarup K. Goyal - Adhyayan Publisher - 2009
3. Event Management & Public Relations by Savita Mohan - Enkay Publishing House
4. Event Planning - The ultimate guide - Public Relations by S.J. Sebellin Ross
5. Event Management By Lynn Van Der Wagen & Brenda R Carlos, Pearson Publishers

References Books

1. Event Management By Chaudhary, Krishna, Bio-Green Publishers
2. Successful Event Management By Anton Shone & Bryn Parry
3. Event management, an integrated & practical approach By Razaq Raj, Paul Walters & Tahir Rashid
4. Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management by Judy Allen , Wiley Publishers
5. Event Planning: Management & Marketing For Successful Events: Management & Marketing for Successful Events: Become an Event Planning Pro & Create a Successful Event Series by Alex Genadinik CreateSpace Independent Publishing Platform, 2015

Web Resources

1. https://ebooks.lpude.in/management/bba/term_5/DMGT304_EVE_NT_MANAGEMENT.pdf
2. <https://www.inderscience.com/jhome.php?jcode=ijhem>
International Journal of Hospitality & Event Management
3. <https://www.emeraldgrouppublishing.com/journal/ijefm>
International Journal of Event and Festival Management
4. <https://www.eventbrite.com/blog//?s=roundup>
5. <https://www.eventindustrynews.com/>

Course Outcomes

CO	Upon completion of the course, the students will be able to:	PSO Addressed	Cognitive Level
CO1	Understand basics of event management	1	K1, K2, K3
CO2	Design events	1,3	K4, K5
CO3	Study feasibility of organising an event	3,4	K4, K5
CO4	Gain Familiarity with marketing & promotion of event	2,4	K3, K4
CO5	Develop event budget	3,5	K4, K5, K6

**K1-Remembering; K2 – Understanding; K3 - Applying; K4 - Analyzing;
K5 – Evaluating; K6 - Creating**

Relationship Matrix

Semester	Course Code	Title of the Course					Hours	Credits				
I	24UNBA11	Basics of Event Management					30	2				
Course Outcomes (COs)	Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)					
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	
CO1	3	2	2	2	1	-	3	2	1	1	1	
CO2	3	2	3	2	1	-	3	2	3	2	1	
CO3	3	2	3	2	1	-	3	2	3	3	1	
CO4	3	3	2	2	1	-	3	3	2	2	1	
CO5	3	2	3	2	3	-	3	2	3	3	1	
STRONG (3), MEDIUM (2) and LOW (1)												

Prepared by: Mr.K.Abdul Khaliq

Checked by: Dr.S.Shahul Hameed
Head of the Department

Semester - I	Computing Skills		24UFBA11			
FC			L	T	P	C
Hrs./Week: 2	Hrs./Semester : 30	Marks :50	2	-	-	2

General Objectives:

The course *Computing Skills* is designed to develop students' proficiency in essential software applications like MS Word, PowerPoint, and Excel. It helps students gain foundational and advanced skills in creating, editing, and formatting documents, managing multimedia presentations, and performing data analysis through spreadsheets. Through practical exercises, students will be able to apply these tools effectively in real-world tasks, enhancing their productivity, data management capabilities, and communication skills in a professional environment

Learning Objectives

LO	The learners will be able to:
LO1	Understand the basics of MS-Word, including creating, editing, and formatting text and paragraphs, as well as inserting and managing tables in documents.
LO2	Gain skills in advanced document formatting, such as page layout, inserting page breaks, headers, and footers, and using proofing tools to review and finalize documents for professional use.
LO3	Apply practical exercises in MS-Word by creating various real-world documents, such as BIO-DATA, resumes, department timetables, year calendars, and financial documents like purchase and sale bills.
LO4	Understand the basics of MS-PowerPoint, including creating slides, formatting slides, working with multimedia objects, and preparing professional presentations for diverse purposes.
LO5	Apply practical exercises in MS-PowerPoint by creating dynamic presentations, utilizing multimedia, tables, charts, transitions, and animations, as well as preparing slide shows for delivery and export.

UNIT I:

Introduction to MS-Word Getting Started with MS-Word - Overview of MS-Word Interface - Creating a New Document - Opening and Closing Documents - Saving Documents (Save, Save As) - Using and Customizing the Quick Access Toolbar - **Basic Editing** - Entering and Editing Text- Selecting Text - Deleting and Inserting Text - Using Undo and Redo - Copying, Cutting, and Pasting Text - Using the Clipboard - **Formatting Text and Paragraphs** - Text Formatting - Changing Font Type, Size, and Colour -

Applying Bold, Italic, and Underline - Using Text Highlighting - Changing Text Case (Uppercase, Lowercase) - Using the Format Painter.**Paragraph Formatting** - Aligning Text (Left, Center, Right, Justify) - Setting Line and Paragraph Spacing - Indenting Paragraphs (Left, Right, First Line) - Creating Bulleted and Numbered Lists - Adding Borders and Shading to Paragraphs
Working with Tables and Graphics – Tables - Inserting a Table - Adding and Deleting Rows and Columns - Merging and Splitting Cells - Applying Table Styles

UNIT II:

Graphics - Inserting and Formatting Pictures Inserting Shapes and SmartArt -Using Text Boxes -Adding and Formatting WordArt - **Page Layout** - Page Setup - Setting Margins - Changing Page Orientation (Portrait, Landscape) - Selecting Paper Size - **Inserting Page Breaks** - **Headers and Footers** - Adding and Editing Headers and Footers - Inserting Page Numbers - Using Different Headers and Footers on the First Page - **Proofing and Reviewing** - Proofing Tools - Using Spell Check and Grammar Check - Using the Thesaurus - Word Count - Comments and Track Changes - Inserting and Deleting Comments - Tracking Changes - Accepting and Rejecting Changes**Printing and Saving** - Printing Documents - Print Preview - Setting Print Options - Printing a Document - Saving and Sharing Documents - Saving in Different Formats (PDF, Word 97-2003, Excel etc.).

UNIT III:

Introduction to MS-PowerPoint Overview of PowerPoint interface - Creating, saving, and opening presentations - **Working with Slides** - Adding, deleting, and reordering slides - Slide layouts and designs - Slide views (Normal, Slide Sorter, Reading, Notes Page) - **Formatting Slides** - Applying themes and backgrounds - Using Slide Masters for consistency - Adding and formatting text, bullets, and numbering. **Working with Objects** - Inserting images, shapes, and SmartArt - Resizing, moving, and aligning objects **Using Tables and Charts** - Creating and formatting tables - Inserting and customizing charts - **Adding Multimedia** - Inserting audio and video clips - Applying slide transitions and animations - **Preparing and Delivering Presentations** - Setting up and rehearsing slide shows - Using

Presenter View and navigation tips - **Collaboration and Sharing** - Adding comments and collaborating - Sharing and exporting presentations - Printing slides, handouts, and notes.

UNIT IV:

Introduction to Excel 2010 - Getting Started with Excel 2010 - Introduction to Excel - Excel Interface Overview - Creating a New Workbook - Opening and Saving Workbooks - Navigating the Excel Ribbon- **Basic Excel Skills** - Entering and Editing Data - Using AutoFill and Flash Fill - Basic Formulas and Functions - Understanding Cell References (Relative, Absolute, Mixed) - Using the SUM, AVERAGE, MIN, and MAX Functions - **Formatting Worksheets** - Formatting Cells (Font, Number, Alignment, Borders, Fill) - Conditional Formatting - Adjusting Row Height and Column Width - Hiding/Unhiding Rows and Columns - **Managing Worksheets** - Inserting and Deleting Worksheets - Renaming and Reordering Worksheets - Copying and Moving Worksheets

UNIT V:

Intermediate Data Handling and Analysis - Intermediate Formulas and Functions - Using Logical Functions (IF, AND, OR) - Text Functions (LEFT, RIGHT, MID, CONCATENATE) - Date and Time Functions (TODAY, NOW, DATE) - **Data Validation and Protection** - Setting Data - Validation Rules - Creating Drop-Down Lists - Protecting Worksheets - **Working with Tables** - Creating and Formatting Excel Tables - Sorting and Filtering Data - Using Table References in Formulas - **Visualization and Presentation of Data - Charting and Graphing** - Creating Basic Charts (Column, Line, Pie) - Customizing Chart Elements (Titles, Labels, Legends) - Using Chart Templates - **Using Graphics in Excel** - Inserting and Formatting Shapes - Adding and Formatting Images - Creating and Customizing WordArt - **Printing and Sharing Workbooks** - Setting Print Areas - Page Layout and Page Setup Options - Creating Headers and Footers - Sharing Workbooks.

Reading List

1. Microsoft Office Word 2019 Step by Step by Joan Lambert
2. Microsoft PowerPoint 2019 Step by Step by Joan Lambert
3. Microsoft Office 2019 All-in-One for Dummies by Peter Weverka
4. Learn Microsoft Office 2019 by Linda Foulkes

References Books

1. Microsoft Office Word 2016 Step by Step by Joan Lambert
2. Microsoft Office PowerPoint 2016 Step by Step by Joan Lambert
3. MOS 2013 Study Guide for Microsoft Word by Joan Lambert
4. Microsoft PowerPoint 2016 for Mac: Introduction Quick Reference Guide by Beezix Inc.
5. Office 365 For Dummies by Rosemarie Withee

Web Resources

1. [Microsoft Office Support](#)
2. GCFGlobal - Free Microsoft Office Tutorials
3. [LinkedIn Learning - Microsoft Office Courses](#)
4. [Coursera - Microsoft Office Courses](#)
5. Udemy - Microsoft Office Training

Course Outcomes

CO	Upon completion of the course, the students will be able to:	PSO Addressed	Cognitive Level
CO1	Demonstrate proficiency in using MS-Word for creating, editing, and formatting documents, including working with text, tables, and graphics.	2	K3
CO2	Apply advanced MS-Word features such as page layout, headers, footers, proofing, reviewing, and saving in various formats for document management.	2,3	K4
CO3	Create and deliver presentations using MS-PowerPoint, including the application of multimedia elements, transitions, and animations for effective communication.	2,3	K6
CO4	Demonstrate the ability to create and format Excel spreadsheets, apply basic formulas, and use functions for data management and analysis.	3	K3
CO5	Analyze and visualize data using intermediate Excel techniques, including logical functions, data validation, and charting for effective data presentation.	3,4	K4

K1-Remembering; K2 – Understanding; K3 - Applying; K4 - Analyzing;

K5 – Evaluating; K6 - Creating

Relationship Matrix

Semester	Course Code	Title of the Course	Hours	Credits							
I	24UFBA11	Computing Skills I	30	2							
Course Outcomes (COs)	Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)				
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	3	3	2	1	1	-	1	3	2	1	1
CO2	3	3	2	1	1	-	1	3	2	1	1
CO3	3	3	2	1	1	-	1	3	2	1	1
CO4	3	3	3	2	1	-	1	3	3	2	1
CO5	3	3	3	2	1	-	1	3	3	2	1
STRONG (3), MEDIUM (2) and LOW (1)											

Prepared by: Mr.K.Abdul Khaliq

Checked by: Dr.S.Shahul Hameed

Head of the Department

Semester – II	GRAMMAR		24ULAR21			
LANG – I			L	T	P	C
Hrs./Week: 6	Hrs./Semester : 90	Marks :100	6	-	-	3

General Objective: To make the students to develop the skill of basic Arabic Grammar and Translation skills from Arabic to English vice-versa.

Learning Objectives

LO	The learners will be able to:
LO 1	Understand basic Arabic grammar.
LO 2	Understand the correct usage of Arabic grammar.
LO 3	Employ sentence making.
LO 4	Enhance vocabulary.
LO 5	Improve reading and writing skills.

UNIT I - Lessons 1 to 4 (Text Book – 1) من الدرس الأول إلى الدرس الرابع

UNIT II - Lessons 5 to 8 (Text Book – 1) من الدرس الخامس إلى الدرس الثامن

UNIT III – Lessons 9 to 12 (Text Book – 1) من الدرس التاسع إلى الدرس الثاني عشر

UNIT IV – Lessons 13 to 16 (Text Book – 1) من الدرس الثالث عشر إلى الدرس السادس عشر

UNIT V – Lessons 17 to 20 (Text Book – 1) من الدرس السابع عشر إلى الدرس العشرون

Textbooks:

1. قواعد اللغة العربية الأساسية، الدكتور سيد رحمة الله، رئيس سابق لقسم اللغة العربية، الكلية الجديدة، شنائي

Basic Arabic Grammar, By Dr. Syed Rahmathullah

Reference Books:

النحو الواضح – علي الجارم ومصطفى أمين
 دليل النحو الواضح – الدكتور بشير أحمد جمالي
 سهل العوامل _ الدكتور تاج الدين المناني
 النحو الميسر للكبار والصغار – علي محمود عقيلي
 القواعد التطبيقية في اللغة العربية – الدكتور نديم دعكور

www.alnahw.com

Course Outcomes

CO	Upon completion of this course, students would have learned to:	PSOs Addressed	Cognitive Level
CO-1	Able to use basic grammatical structure.	PSO-1,2,4	K2
CO-2	Develop reading skills and reading speed	PSO-1,2	K2
CO-3	Acquire new vocabulary in Arabic	PSO-1,2,3	K3
CO-4	Understand the different types of sentences.	PSO-1,2,3	K4
CO-5	Able to construct simple sentences in Arabic	PSO-1,2,5	K5

**K1-Remembering; K2 - Understanding; K3 - Applying; K4 - Analyzing;
K5 - Evaluating; K6 - Creating**

Relationship Matrix

Semester	Course Code	Title of the Course					Hours	Credits				
II	24ULAR21	GRAMMAR					90	3				
Course Outcomes (COs)	Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)					
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO1	PSO2	PSO3	PSO4	PSO5	
CO-1	3	2	2	2	2	2	3	2	2	2	1	
CO-2	2	2	2	3	1	3	2	2	2	3	1	
CO-3	3	3	3	2	2	1	3	3	3	2	2	
CO-4	3	3	2	3	3	2	3	3	2	3	3	
CO-5	2	2	1	2	3	2	2	2	1	2	3	

STRONG - 3, MEDIUM - 2 , LOW - 1

Prepared by : Dr. J. Ubaiyathulla

Checked by: Dr. J. Ubaiyathulla

Head of the Department

Semester - II	பொதுத்தமிழ் - 2		24ULTA21			
LANG - I	தமிழ் இலக்கிய வரலாறு - 2		L	T	P	C
Hrs./Week: 6	Hrs./Semester : 90	Marks :100	6	-	-	3

General Objective:

- தமிழ் இலக்கியப் போக்குகளையும் இலக்கணங்களையும் மாணவர் .
- அறியுமாறு செய்து அவர்களின் படைப்பாற்றலைத் தூண்டுதல்
- தமிழ் இலக்கியம் சார்ந்த போட்டித் தேர்வுகளுக்கு ஏற்ப கற்பித்தல்.
- நடைமுறைகளை மேற்கொள்ளுதல்

Learning Objectives:

LO	The Learners will be able to:
LO - 1	சிற்றிலக்கியங்களின் வழி இலக்கியச் சுவையினையும் பண்பாட்டு அறிவினையும் பெறுதல்
LO - 2	புதுக்கவிதை வரலாற்றினை அறிந்து கொள்வர்
LO - 3	திராவிட இயக்க இலக்கியங்களைக் கற்பதன் மூலம் மொழி உணர்வு , இன உணர்வு, சமத்துவம் சார்ந்த சிந்தனைகளை ஊட்டுதல்
LO - 4	தமிழ்மொழியைப் பிழையின்றி எழுதவும், புதிய கலைச்சொற்களை உருவாக்கவும் அறிந்து கொள்ளுதல்
LO - 5	போட்டித் தேர்வுகளில் வெற்றி பெறுவதற்குத் தமிழ்ப் பாடத்தினைப் பயன்கொள்ளும் வகையில் மேடைப்பேச்சு மற்றும் கட்டுரை, கதை எழுதுவதற்கு பயிற்சி பெறுதல்.

அலகு 1 தமிழ் இலக்கிய வரலாறு அறிமுகம்

1. சிற்றிலக்கியம் குறவஞ்சி, கலம்பகம், உலா, பரணி, பள்ளு, பிள்ளைத்தமிழ், தூது, அந்தாதி.
2. தனிப்பாடல் அறிமுகம்.
3. இக்கால இலக்கியம், கவிதை, சிறுகதை, நாடகம், உரைநடை , திராவிட இயக்கம் வளர்த்த தமிழ்

அலகு 2 சிற்றிலக்கியமும் தனிப்பாடலும்

சிற்றிலக்கியம்

1. கலிங்கத்துப் பரணி- விருந்தினரும் வறியவரு நெருங்கி யுண்ணும் - முதல் - கேட்பாரைக் காண்மின் காண்மின் வரை.
2. திருக்குற்றாலக் குறவஞ்சி - வானரங்கள் கணிகொடுத்து.
3. முக்கூடற் பள்ளு - ஆற்று வெள்ளம் நாளை வரத்.

4. அபிராமி அந்தாதி- கலையாத கல்வியும் குறையாத வயதும் (பதினாறு செல்வங்கள்).
5. திருவரங்கக் கலம்பகம் – மறம் -பிள்ளைப் பெருமாள் ஐயங்கார்- பேசுவந்த தூத செல்லரித்த ஓலை செல்லுமோ.
6. தமிழ்விடு தூது முதல் பத்து கண்ணிகள்

தனிப்பாடல்

1. வான்குருவியின் கூடு - ஓளவையார்
2. ஆமணக்குக்கும் யானைக்கும் சிலேடை - முத்திருக்கும்
கொம்பசைக்கும் முரித்தண்டே - காளமேகப் புலவர்
3. இம்பர் வான் எல்லை இராமனையே பாடி - வீரராகவர்
4. நாராய் நாராய் - சத்தி முத்தப் புலவர்

அலகு 3 இக்கால இலக்கியம் - 1

1. பாரதியார் - பாரத சமுதாயம் வாழ்கவே
2. பாரதிதாசன் - சிறுத்தையே வெளியில் வா
3. நாமக்கல் கவிஞர்- கத்தியின்றி
4. தமிழ் ஒளி – மீன்கள் (அந்தி நிலா பார்க்க வா)
5. ஈரோடு தமிழன்பன் – எட்டாவது சீர் (வணக்கம் வள்ளுவ)

சிறுகதைகள்

1. புதுமைப்பித்தன் - கடிதம்
2. ஜெயகாந்தன் - வாய்ச் சொற்கள் (மாலை மயக்கம் - தொகுப்பு)
3. ஆர். சூடாமணி - அந்நியர்கள்

உரைநடை

1. மு வ கடிதங்கள் - தம்பிக்கு நூலில் முதல் இரண்டு கடிதங்கள்

அலகு 4 இக்கால இலக்கியம் - 2

1. தந்தை பெரியார் – திருக்குறள்(மாநாட்டு) உரை
2. பேரறிஞர் அண்ணா – இரண்டாம் உலகத் தமிழ் மாநாட்டு உரை
3. கலைஞர் மு. கருணாநிதி – தொல்காப்பிய பூங்கா –எழுத்து -முதல்
நூற்பா கட்டுரை

நாடகம் - திரைத்தமிழ்

1. வேலைக்காரி –திரைப்படம்
2. ராஜா ராணி -சாக்ரடீஸ் -ஓரங்க நாடகம்

இதழியல் தமிழ்:

முரசொலி கடிதம்

1. செம்மொழி வரலாற்றில் சில செப்பேடுகள்

அலகு 5 மொழிப் பயிற்சி

சொல் வேறுபாடு / பிழை தவிர்த்தல்

ரகர – றகர வேறுபாடுகள்

நகர – ணகர – னகர வேறுபாடுகள்

லகர – ளகர – ழகர வேறுபாடுகள்

பாட நூல்:

பதிப்பாசிரியர் முனைவர் ச.மகாதேவன்,

பொதுத்தமிழ் 2,

சதக்கத்துல்லாஹ் அப்பா கல்லூரி வெளியீடு 2024 – 2025(முதற் பதிப்பு).

பார்வை நூல்கள் :

1. மு. வரதராசன், தமிழ் இலக்கிய வரலாறு, சாகித்ய அகாதெமி, புதுடெல்லி.
2. மது. ச. விமலானந்தன், தமிழ் இலக்கிய வரலாறு, மீனாட்சி புத்தக நிலையம், மதுரை.
3. தமிழண்ணல், புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு, மீனாட்சி புத்தக நிலையம், மதுரை.
4. தமிழ் இலக்கிய வரலாறு – முனைவர்.சிற்பி பாலசுப்ரமணியம், முனைவர்.சொ.சேதுபதி
5. புதிய தமிழ் இலக்கிய வரலாறு – முனைவர்.சிற்பி பாலசுப்ரமணியம், நீல.பத்மநாபன்
6. தமிழ் இலக்கிய வரலாறு - டாக்டர்.அ.கா.பெருமாள்
7. தமிழ் இலக்கிய வரலாறு - முனைவர். ப.ச.ஏசுதாசன்
8. தமிழ் இலக்கிய வரலாறு – ஸ்ரீகுமார்
9. வகைமை நோக்கில் தமிழ் இலக்கிய வரலாறு – பாக்கியமேரி.
10. தமிழ் பயிற்றும் முறை, பேராசிரியர் ந. சுப்புரெட்டியார் - மணிவாசகர் பதிப்பகம், சிதம்பரம்

- <https://www.chennaiLibrary.com/>
- <https://www.sirukathaigal.com>
- <https://www.tamilvirtualuniversity.org>
- <https://www.noolulagam.com>
- <https://www.katuraitamilblogspot.com>

Course Outcomes

CO	Upon completion of this course, students will be able to	PSO Addressed	Cognitive Level
CO-1	சிற்றிலக்கியங்களின்வழி இலக்கியச் சுவையினையும் பண்பாட்டு அறிவினையும் பெறுவர்	2,4	K2, K3
CO-2	புதுக்கவிதை வரலாற்றினை அறிந்து கொள்வர்	1,4	K2
CO-3	திராவிட இயக்க இலக்கியங்களைக் கற்பதன் மூலம் மொழி உணர்வு, இன உணர்வு, சமத்துவம் சார்ந்த சிந்தனைகளைப் பெறுவர்	2,4,5	K4,K5
CO-4	தமிழ்மொழியைப் பிழையின்றி எழுதவும், புதிய கலைச்சொற்களை உருவாக்கவும் அறிந்து கொள்வர்	1,3	K3,K6
CO-5	போட்டித் தேர்வுகளில் வெற்றி பெறுவதற்குத் தமிழ்ப் பாடத்தினைப் பயன்கொள்ளும் வகையில் மேடைப்பேச்சு மற்றும் கட்டுரை, கதை எழுதுவதற்கு பயிற்சி பெறுவர் பயிற்சி பெறுவர்.	1,2,3,4	K4, K6

K1-Remembering; K2 – Understanding; K3 - Applying; K4 - Analyzing; K5 – Evaluating; K6 – Creating

Relationship Matrix

Semester	Course Code	Title of the Course	Hours	Credits							
II	24ULTA21	தமிழ் இலக்கிய வரலாறு - 2	90	3							
Course Outcomes (COs)	Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)				
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	3	2	3	3	3	2	2	2	3	2	3
CO-2	3	3	2	2	2	3	2	3	3	2	2
CO-3	3	2	3	3	2	2	2	3	2	3	3
CO-4	3	3	3	2	2	2	3	2	3	2	2
CO-5	3	3	2	2	2	3	3	2	2	2	2

3 - STRONG, 2 - MEDIUM, 1- LOW

Prepared by : Dr. A.S. Shaik Sindha

Checked by: Dr.S.Mahadevan

Head of the Department

Semester - II	General English-II		24ULEN21			
LANG – II			L	T	P	C
Hrs./Week: 6	Hrs./Semester : 90	Marks :100	6	-	-	3

General Objective:

To teach the four skills viz. Listening, Speaking, Reading and Writing to train the students the skills necessary for social and academic interactions.

Learning Objectives (LO)

LO	The learners will be able to:
LO-1	To make students realize the importance of resilience
LO-2	To enable them to become good decision makers
LO-3	To enable them to develop problem-solving skills
LO-4	To enable them to use tenses appropriately
LO-5	To help them use English effectively at workplace.

Unit – I

The Skill Focussed: Resilience

Poetry

1. “Don’t Quit” – Edgar A. Guest
2. “Still Here” – Langston Hughes

Short Story

- 3 Engine Trouble – R.K. Narayan
- 4 Rip Van Winkle – Washington Irving

Unit – II

The Skill Focussed: Decision Making

Short Story

1. The Scribe – Kristin Hunter
2. The Lady or the Tiger - Frank Stockton

Poetry

3. “The Road not Taken” – Robert Frost
4. “Snake” – D. H Lawrence

Unit – III

The Skill Focussed: Problem Solving

Autobiography

1. How I taught My Grandmother to Read – Sudha Murthy
2. How Frog Went to Heaven – A Tale of Angolo
3. Wings of Fire (Chapters 1,2,3) by A.P.J Abdul Kalam

Unit – IV

Grammar

Tenses

1. Present
2. Past
3. Future
4. Concord

Unit - V

English in the Workplace

1. e-mail – Invitation, Enquiry, Seeking Clarification
2. Circular
3. Memo
4. Minutes of the Meeting

Textbook:

1. Board of Editors. General English – II. Tamil Nadu State Council for Higher Education (TANSCHE). Chennai: 2024.

Reference Books:

1. Martin Hewings, *Advanced English Grammar*, Cambridge University Press, 2000.
2. SP Bakshi, Richa Sharma, *Descriptive English*, Arihant Publications (India) Ltd., 2019.
3. Sheena Cameron, Louise Dempsey, *The Reading Book: A Complete Guide to Teaching Reading*, S&L. Publishing, 2019.
4. Barbara Sherman, *Skimming and Scanning Techniques*, Liberty University Press, 2014.
5. ShaikhMoula, *Communication Skills: A Practical Approach*.
6. Ramendra Kumar, *Stories of Resilience*, Blue Rose Publications, 2020.

Course Outcomes

CO	Upon completion of this course, students will be able to	PSO Addressed	Cognitive Level
CO-1	Understand the importance of resilience	1, 2, 4	K1, K2
CO-2	Acquire knowledge to make good decisions	1, 2, 3, 4	K2, K3
CO-3	Develop problem-solving skills	1, 2, 3, 4	K3, K4
CO-4	Evaluate the uses of tenses in English	1, 2, 3	K4, K5
CO-5	Use English effectively at the workplace.	2, 4, 5	K5, K6

**K1-Remembering; K2 – Understanding; K3 - Applying; K4 - Analyzing;
K5 – Evaluating; K6 – Creating**

Relationship Matrix

Semester	Course Code	Title of the Course					Hours	Credits				
II	24ULEN21	General English - II					90	3				
Course Outcomes (COs)	Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)					
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	
CO-1	3	3	1	3	1		1	3	3	3	1	
CO-2	3	3	3	3	2		3	3	3	3	2	
CO-3	3	3	3	3	1		3	3	3	3	1	
CO-4	3	3	3	2	1		3	3	3	1	2	
CO-5	1	3	2	3	3		3	3	3	3	3	
STRONG – 3, MEDIUM – 2 , LOW – 1												

Prepared by : Dr.L.Faustina Leo

Checked by: Dr. S. Mohamed Haneef

Head of the Department

Semester - II	Marketing Management		24UCBA21			
Core-III			L	T	P	C
Hrs./Week: 4	Hrs./Semester : 60	Marks :100	4	-	-	4

General Objectives:

The course *Marketing Management* provides students with a comprehensive understanding of the key concepts in marketing, including market segmentation, product development, pricing strategies, and distribution channels. It enhances students' ability to apply marketing mix elements, develop effective communication strategies, and utilize sales promotion tools. Additionally, the course offers insights into digital marketing trends and sales force management, equipping students with the skills to navigate the evolving marketing landscape and make informed decisions in a competitive business environment.

Learning Objectives

LO	The learners will be able to
LO1	Understand the marketplace.
LO2	Identify the market segmentation and the Product mix
L03	Select the different pricing methods and channels of distribution.
LO4	Know the communication mix and sales promotion tools
LO5	Prepare according to the latest trends in market.

UNIT – I

Fundamentals of Marketing – Role of Marketing – Relationship of Marketing With Other Functional Areas- Concept of Marketing Mix – Marketing Approaches – Various Environmental Factors Affecting the Marketing Functions.

UNIT – II

Segmentation – Need And Basis of Segmentation -Targeting – Positioning Product – Characteristics – Benefits – Classifications – Consumer Goods – Industrial Goods. Product Mix-New Product Development Process - Product Life Cycle. Branding – Packaging.

UNIT – III

Pricing – Factors Influencing Pricing Decisions – Pricing Objectives. Market Physical Distribution: Importance – Various Kinds of Marketing Channels – Distribution Problems.

UNIT – IV

A Brief Overview of Communication Mix- Types of Media & its Characteristics- Print - Electronic - Outdoor – Internet- A tool to customer loyalty. Sales Promotion tools- IMC (Integrated marketing communication) - Definition, Process, Need & Significance - CRM – Importance.

UNIT – V

Sales Force Management: Personal Selling Process- Motivation, Compensation and Control of Sales Force – Digital Marketing: Introduction- Applications & Benefits.

Reading List

1. Philip Kotler & Gary Armstrong, Principles of Marketing: A South Asian Perspective, Pearson Education, 2018.
2. Rajan Saxena, Marketing Management, Tata Mc Graw Hill, 2017.
3. L.Natarajan, Marketing, Margham Publications, 2017.
4. J P Mahajan & Anupama Mahajan, Principles of Marketing, Vikas Publishing House, 2017.
5. K Karunakaran, Marketing Management, Himalaya Publishing House,2017.

References Books

1. C.B.Gupta & Rajan Nair Marketing Management, Sultan Chand &Son 2020
2. V.S. Ramaswamy & S. Namakumari, 2002, Principles of Marketing, first edition, S.G. Wasani / Macmillan India Ltd,
3. Cranfield, Marketing Management, Palgrave Macmillan.
4. Harsh V Verma & Ekta Duggal, Marketing, Oxford University Press, 2017.
5. Sontakki C.N, Marketing Management, Kalyani Publishers, Ludhiana.2016

Web Resources

1. http://eprints.stiperdharmawacana.ac.id/24/1/%5BPhillip_Kotler%5D_Marketing_Management_14th_Edition%28BookFi%29.pdf
2. <https://mrcet.com/downloads/MBA/digitalnotes/Marketing%20Management.pdf>
3. <https://www.enotesmba.com/2013/01/marketing-management-notes.html>
4. Industrial Marketing Management | Journal | ScienceDirect.com by Elsevier
5. Journal of Marketing Management | Taylor & Francis Online (tandfonline.com)

Course Outcomes

CO	Upon completion of the course, the students will be able to:	PSO Addressed	Cognitive Level
CO1	List and identify the core concepts of Marketing and its mix.	1	K1, K2
CO2	Sketch the market segmentation, nature of product, PLC	1,3	K3, K4
CO3	Analyze the appropriate pricing methods	3,4	K4, K5
CO4	Determine the importance of various media	2,4	K3, K4
CO5	Assess the sales force and applications of digital marketing	2,3	K5, K6

**K1-Remembering; K2 – Understanding; K3 - Applying; K4 - Analyzing;
K5 – Evaluating; K6 - Creating**

Relationship Matrix

Semester	Course Code	Title of the Course	Hours	Credits							
II	24UCBA21	Marketing Management	60	4							
Course Outcomes (COs)	Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)				
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	3	2	2	1	1	-	3	1	1	1	1
CO-2	3	2	3	2	1	-	3	1	3	0	1
CO-3	3	2	3	2	1	-	3	1	3	3	1
CO-4	3	3	2	2	1	-	3	3	2	2	1
CO-5	3	3	3	2	1	-	3	3	3	3	1
STRONG (3), MEDIUM (2) and LOW (1)											

Prepared by: Dr.S.Shahul Hameed

Checked by: Dr.S.Shahul Hameed

Head of the Department

Semester - II	Accounting for Managers II		24UCBA22			
Core-IV			L	T	P	C
Hrs./Week: 4	Hrs./Semester : 60	Marks :100	4	-	-	4

General Objectives:

The course *Accounting for Managers II* provides students with a comprehensive understanding of cost accounting and management accounting, essential for decision-making in business. It helps students analyze financial statements, interpret key ratios, and evaluate cash flow. The course also emphasizes the importance of budgeting and budgetary control as tools for planning and performance evaluation. Additionally, students will develop a solid understanding of marginal costing and break-even analysis, equipping them with the skills to apply accounting principles in real-world business scenarios.

Learning Objectives

LO	The learners will be able to:
LO1	Provide basic understanding of cost concepts and classification.
LO2	Develop skills in tools & techniques and critically evaluate decision making in business.
LO3	Understand various ratios and cash flow related to finance
LO4	Recognize the role of budgets and variance as a tool of planning and control.
LO5	Gain insights into the fundamental principles of accounting and use them in day-to-day business scenarios

UNIT – I

Cost accounting – Meaning, nature, scope and functions, need, importance and limitations- Cost concepts and classification – Cost sheets – Tenders & Quotation

UNIT – II

Management accounting – Meaning, nature, scope and functions, need, importance and limitations – Management Accounting vs. Cost Accounting. Management Accounting vs. Financial Accounting. Analysis and Interpretation of financial statements – Nature, objectives, essentials and tools, methods – Comparative Statements, Common Size statement and Trend analysis.

UNIT – III

Ratio Analysis – Interpretation, benefits and limitations. Classification of ratios - Liquidity, Profitability, turnover. Cash flow and Funds flow statement.

UNIT – IV

Budgets and budgetary control – Meaning, objectives, merits and demerits – Sales, Production, flexible budgets and cash budget

UNIT – V

Marginal Costing – CVP analysis – Break even analysis

Reading List

1. Gupta, R.L and M. Radhaswamy. Advanced Accountancy, Sultan Chand & Sons, 2016.
2. T. S. and A .Murthy. Management Accounting. Chennai: Margham, 2007.
3. Jain S.P and K.L Narang. Advanced Accountancy (Part II).Kalyani, 2007.
4. Maheshwari S.N, Advanced Accountancy (Part I). Vikas, 2007.
5. Man Mohan and S.N. Goyal. Principles of Management Accounting. Agra: SahityaShawan, 2017.

References Books

1. Dr.K.Ganesan & S. Ushena Begam, Accounting for Managers – Volume II, Charulatha Publications, Chennai
2. T. S. Reddy and Hari Prasad Reddy- Management Accounting, Margham Publication, 2016
3. Antony Atkinson, Rebert S Kalpan, Advance Management Accounting, Pearson Publications,2015.
4. HorngrenSunderu Stratton, Introduction to Management Accounting, Pearson Education,2013.
5. Rajiv Kumar Goel&IshaanGoel, Concept Building Approach to Management Accounting ,2019
6. Colin Drury, Management and Cost Accounting (with CourseMate and eBook Access), Cengage, 2015.

Web Resources

- 1 <https://www.toppr.com/guides/fundamentals-of-accounting/fundamentals-of-cost-accounting/meaning-of-management-accounting/>
- 2 <https://efinancemanagement.com/financial-accounting/management-accounting>
- 3 <http://www.accountingnotes.net/management-accounting/management-accountingmeaning-limitations-and-scope/5859>
- 4 <https://www.wallstreetmojo.com/ratio-analysis/>
- 5 <http://www.accountingnotes.net/cost-accounting/variance-analysis/what-is-varianceanalysis-cost-accounting/10656>

Course Outcomes

CO	Upon completion of the course, the students will be able to:	PSO Addressed	Cognitive Level
CO1	Interpret cost sheet & write comments.	1,3	K1,K2, K4
CO2	Compare cost, management & financial accounting	1,3	K2, K3,K4
CO3	Analyze the various ratio and compare it with standards to assess deviations	3,4	K4, K5
CO4	Estimate budget and use budgetary control	3,4	K4, K5
CO5	Evaluate marginal costing and its components	3,4	K5, K6

**K1-Remembering; K2 – Understanding; K3 - Applying; K4 - Analyzing;
K5 – Evaluating; K6 - Creating**

Relationship Matrix

Semester	Course Code	Title of the Course	Hours	Credits							
II	24UCBA22	Accounting for Managers II	60	4							
Course Outcomes (COs)	Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)				
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	3	2	3	2	1	-	3	1	3	3	1
CO2	3	2	3	2	1	-	3	1	3	3	1
CO3	3	2	3	2	1	-	3	1	3	3	1
CO4	3	2	3	2	1	-	3	1	3	3	1
CO5	3	2	3	2	1	-	3	1	3	3	1
STRONG (3), MEDIUM (2) and LOW (1)											

Prepared by: Dr.S.Yasmn Kathija

Checked by: Dr.S.Shahul Hameed

Head of the Department

Semester - II	Business Statistics		24UAEC22			
EC-II (Allied)			L	T	P	C
Hrs./Week: 6	Hrs./Semester : 90	Marks :100	5	1	-	5

General Objectives:

The course *Business Statistics* equips students with the statistical tools necessary for effective data analysis in business. Students will gain proficiency in applying measures of central tendency and variation to analyze data. The course also introduces time series analysis, index numbers, and statistical quality control, providing insights into market trends and economic indicators. Additionally, students will learn to apply hypothesis testing techniques, including Chi-Square, T-Test, F-Test, and ANOVA, to make informed decisions based on data, fostering analytical skills critical for business environments.

Learning Objectives

LO	The learners will be able to:
LO1	Apply the Measures of Central Tendency in business
LO2	Understanding the Measures of Variation
LO3	Analyze of Time Series
LO4	Understand Index Numbers and Statistical quality control
LO5	Testing of hypothesis

UNIT – I

Introduction – Meaning and Definition of Statistics – Collection and Tabulation of Statistical Data – Presentation of Statistical Data – Graphs and Diagrams- Measures of Central Tendency – Arithmetic Mean, Median and Mode – Harmonic Mean and Geometric Mean.

UNIT – II

Measures of Variation – Standard Deviation –Mean deviation – Quartile deviation- Skewness and kurtosis – Lorenz Curve –Simple Correlation – Scatter Diagram – Karl Pearson’s Correlation – Rank Correlation – Regression.

UNIT – III

Analysis of Time Series – Methods of Measuring Trend and Seasonal Variations

UNIT – IV

Index Numbers – Consumer Price Index – And Cost of Living Indices.

UNIT – V

Testing of hypothesis – Chi-Square test, T Test, F Test, ANOVA.

Reading List

1. P.R. Vittal, Business Mathematics and Statistics, Margham Publications, Chennai,2004.
2. S.P. Gupta, Statistical Methods, Sultan Chand & Sons, New Delhi,2007.
3. S.P. Gupta, Elements of Business Statistics, Sultan Chand & Sons, New Delhi,2007.
4. J.K. Sharma, Business Statistics, Pearson Education, New Delhi,2007.
5. Business Statistics & OR - Dr. S. P. Rajagopalan, Tata McGraw-Hill

References Books

1. David M. Levine, David F. Stephan et al. Business Statistics : A first Course, 7th edition
2. Dina Nath Pandit, Statistics: A Modern Approach , Hindustan Publishing Corporation
3. Hazarika Padmalochan, A textbook of Business Statistics , S.Chand Publications
4. Vohra ND, Business Statistics: Text and Problems – With Introduction to Business Analytics, Mc Graw Hill ,2021
5. Alexander Holmes, Barbara Illowsky and Susan Dean, Introductory Business Statistics , 12th Media Services, 2017

Web Resources

- 1 <https://theintactone.com/2019/09/01/ccsubba-204-business-statistics/>
- 2 <https://ug.its.edu.in/sites/default/files/Business%20Statistics.pdf>
- 3 <http://www.statisticshowto.com>
- 4 <https://statisticsbyjim.com/basics/measures-central-tendency-mean-median-mode/>
- 5 <https://www.toppr.com/guides/business-mathematics-and-statistics/index-numbers/>

Course Outcomes

CO	Upon completion of the course, the students will be able to:	PSO Addressed	Cognitive Level
CO1	Measures of Central Tendency	1,3	K1, K2, K3
CO2	Measures of Variation	1,3	K1, K2, K3
CO3	Analyze of Time Series	3,4	K4, K5
CO4	Understand Index Numbers	1,3	K1,K2, K3
CO5	Test Hypothesis	3,4	K4, K5

**K1-Remembering; K2 – Understanding; K3 - Applying; K4 - Analyzing;
K5 – Evaluating; K6 – Creating**

Relationship Matrix

Semester	Course Code	Title of the Course					Hours	Credits				
II	24UAEC22	BUSINESS STATISTICS					90	5				
Course Outcomes (COs)	Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)					
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	
CO1	3	2	2	1	1	2	3	1	2	1	1	
CO2	3	2	2	1	1	2	3	1	2	1	1	
CO3	3	2	3	2	1	3	3	1	3	3	1	
CO4	3	2	2	1	1	2	3	1	2	1	1	
CO5	3	2	3	2	1	3	3	1	3	3	1	
STRONG (3), MEDIUM (2) and LOW (1)												

Prepared by: Ms.Salma Shereef

Checked by: Dr.M.Sulthana Barvin
Head of the Department

Semester - II	Managerial Skill Development		24UNBA21			
SEC-II (NME)			L	T	P	C
Hrs./Week: 2	Hrs./Semester : 30	Marks :50	2	-	-	2

General Objectives:

The course *Managerial Skill Development* is designed to enhance students' self-awareness, emotional competence, and professional etiquettes, all crucial for effective leadership. It fosters critical-thinking, problem-solving, and decision-making skills to address complex managerial challenges. Through practical exercises such as presentations, role plays, and group discussions, students will improve their communication and teamwork abilities, preparing them for leadership roles. The course also builds self-confidence, helping students navigate the workplace with emotional intelligence and creative thinking.

Learning Objectives

LO	The learners will be able to:
LO1	Improve the self-confidence, groom the personality and build emotional competence
LO2	Address self-awareness and the assessment of core management skills such as communication, working with teams and creating a positive environment for change.
LO3	Assess the Emotional intelligence
LO4	Induce critical-thinking and analytical skills to investigate complex problems to propose viable solutions
LO5	Improve professional etiquettes

UNIT – I

Self: Core Competency, Understanding of Self, Components of Self— Self-identity, Self-concept, Self - confidence and Self-image. Skill Analysis and finding the right fit. Self-learning styles, attitude towards change and applications of skills

UNIT - II

Self Esteem: Meaning & Importance, Components of self-esteem, High and low self-esteem, measuring our self-esteem and its effectiveness, Personality mapping tests, Appreciative Intelligence.

UNIT – III

Building Emotional Competence: Emotional Intelligence — Meaning, Components, Importance and Relevance, Positive and Negative Emotions.,

Healthy and Unhealthy expression of Emotions, The six-phase model of Creative Thinking: ICEDIP model.

UNIT – IV

Thinking skills: The Mind/Brain/Behaviour, thinking skills, Critical Thinking and Learning, Making Predictions and Reasoning, Memory and Critical Thinking, Emotions and Critical Thinking. Creativity: Definition and meaning of creativity, The nature of creative thinking, Convergent and Divergent thinking, Idea generation and evaluation (Brain Storming), Image generation and evaluation.

UNIT – V

Communication related to course: How to make oral presentations, conducting meetings, reporting of projects, reporting of case analysis, answering in Viva Voce, Assignment writing.

Debates, presentations, role plays and group discussions on current topics. Audio and Video Recording of the above exercises to improve the non-verbal communication and professional etiquettes.

Reading List

1. Managerial Skill Articles
2. The Management Skills of SALL Managers - SiSAL Journal
3. Managerial Skills by Dr.K.Alex S.CHAND
4. Managerial Skills 2 by Cynthia Menezes Prabhu, Pen to Print Publishing LLP
5. Gallagher (2010), Skills Development for Business & Management Students, Oxford University Press. PROF. SANJIV

References Books

1. Joshi, G. (2015), Campus to Corporate-Your Roadmap to Employability, Sage Publication
2. McGrath E. H. (9 Ed. 2011), Basic Managerial Skills, Prentice Hall India Learning Private Limited.
3. Whetten D. (e Ed. 2011), Developing Management Skills, Prentice Hall India Learning Private Limited.
4. P. Varshney , A. Dutta, Managerial Skill Development, Alfa Publications, 2012
5. EQ- soft skills for Corporate Carrer by Dr. Sumeet Suseelan

Web Resources

1. <https://www.ipjugaad.com/syllabus/ggsip-university-bba-4th-semester-managerial-skill-development-syllabus/63>
2. https://www.academia.edu/4358901/managerial_skill_development_pdf
3. https://www.academia.edu/4358901/managerial_skill_development_pdf

- 4 <https://rccmindore.com/wp-content/uploads/2015/06/Managerial-Skills-All-Units-AC.pdf>
- 5 [https://www.aisectuniversityjarkhand.ac.in/PDFDoc/StudyNotes/MB A/SEM%201/MBA-1-MSD\(Managerial%20skill%20development\).pdf](https://www.aisectuniversityjarkhand.ac.in/PDFDoc/StudyNotes/MB A/SEM%201/MBA-1-MSD(Managerial%20skill%20development).pdf)

Course Outcomes

CO	Upon completion of the course, the students will be able to:	PSO Addressed	Cognitive Level
CO1	Identify the personal qualities that are needed to sustain in the world of work.	1	K1, K2
CO2	Explore more advanced Management Skills such as conflict resolution, empowerment, working with teams and creating a positive environment for change.	1,3,4	K4, K5
CO3	Acquire practical management skills that are of immediate use in management or leadership positions.	1,3	K3, K4
CO4	Employ critical-thinking and analytical skills to investigate complex business problems to propose viable solutions.	3,4	K4, K5, K6
CO5	Make persuasive presentations that reveal strong written and oral communication skills needed in the workplace.	2	K3, K4, K5

K1-Remembering; K2 – Understanding; K3 - Applying; K4 - Analyzing;

K5 – Evaluating; K6 - Creating

Relationship Matrix

Semester	Course Code	Title of the Course					Hours	Credits				
II	24UNBA21	MANAGERIAL SKILL DEVELOPMENT					30	2				
Course Outcomes (COs)	Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)					
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	
CO1	3	2	2	2	1	-	3	1	2	1	1	
CO2	3	2	3	2	1	-	3	1	3	3	1	
CO3	3	2	3	2	1	-	3	1	3	1	1	
CO4	3	2	3	2	1	-	3	1	3	3	1	
CO5	3	3	3	2	1	-	3	3	3	1	1	
STRONG (3), MEDIUM (2) and LOW (1)												

Prepared by: Mr.S.Mohamed Meeran

Checked by: Dr.S.Shahul Hameed

Head of the Department

Semester – II	Value Education-I		24USVE2A			
SEC-III			L	T	P	C
Hrs./Week: 2	Hrs./Semester : 30	Marks :50	2	-	-	2

General Objective: To make students inculcate moral values, leading to faith and righteous action in their life.

Unit – I:Islam – Meaning – Importance – A complete Religion – The religion accepted by God – Five Pillars of Islam – Kalima – Prayers – Fasting – Zakat – Haj.

Iman – Monotheism – Angels – Books – Prophets – Dooms Day – Life after death – Heaven and Hell.

Unit – II:Quran – The Book of Allah – Wahi – Revelation to Prophet Muhammad(sal) – Compilation – Preservance – Structure – Content – Purpose – Source of Islamic Law– SuraFathiha, Kafirun, Iqlas, Falakh and Nas.

Unit – III:Hadith – Siha Sitha – Buhari – Muslim – Tirmithi – Abu Dawood – Nasai – Ibn Maja – Collection of Hadith – Meaning of 40 Hadith.

Unit – IV:Life History of Prophet Muhammad (sal) – AiamulJahiliya – Prophet’s Childhood and Marriage – Prophethood – Life at Mecca – Life at Medinah – Farewell Address – Seal of Prophethood.

Unit – V:Good character – Etiquettes – Halal and Haram – Duties towards Allah – Duties towards fellow beings – MasnoonDuas.

Textbooks:

Publication of SadakathullahAppa College

Reference Books:

1. V.A. Moahmed Ashrof – Islamic Dimensions – Reflection and Review on Quranic Themes.
2. The Presidency of Islamic Researchers – Revised & Edited – The Holy Quran.
3. M. ManzoorNomani – Islamic Faith & Practice.
4. Ali Nadawi, Abul Hasan– Muhammad Rasulullah.,Muassasathus Sahafawa Nashr publication Lucknow, India,1999.
5. K. Ali – A Study of Islamic History.
6. Abdul Rahuman Abdulla
h – Islamic Dress code for Women.
7. Dr. MunirAhamed Mughal – Code For Believers.
8. Abdul Malik Mujahid – Gems and Jewels.

Semester – II	Value Education-II		24USVE2B			
SEC-III			L	T	P	C
Hrs./Week: 2	Hrs./Semester : 30	Marks :50	2	-	-	2

UNIT I

Individual Morality – Objective of Moral life – Living in accordance with the code of Morality – the goodness of Morality – Morality and *Thirukural*- The need for faith.

UNIT II

Adherence to higher code of Morality – Fear of God – Good Moral Values – Duty to Parents – Teacher, respecting elders – Moral Etiquettes – Right-minded Principle – High Principles for Proper conduct.

UNIT III

Inculcating good attitudes – Open mindedness – Morale – analysing the pros and cons of good and bad – Service to others – Mind Power, tolerance, respecting others, showing love to others, patience – tranquility – Modesty, kindness and forgiveness.

UNIT IV

Quotations and moral Stories expressing Good characters of Great personalities – Life History of Great people: Mahatma Gandhi, Abraham Lincoln, Dr. A.P.J. Abdul Kalam.

UNIT V

Truth, the importance of uprightness, integrity, friendship – Health awareness on Alcohol and drug abuse – inculcating reading habit – reading good books – Hygiene – Dowry – Corruption.

Textbooks:

Publication of Sadakathullah Appa College.