

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE (AUTONOMOUS)-POLLACHI

424	BCA	Software Testing Lab	21UBC522	2021
425	BCA	Desktop Publishing Lab	21UBC5S13	2021
426	BCA	Current Trends and Technologies	21UBC6E22	2021
427	BCA	Cloud Computing	21UBC6E32	2021
428	BBA	Core Elective -I :XVII-Visual basic theory	21UBM5E12	2021
429	BBA	Core Elective -I :XVII-Customer Relationship Management -Theory	21UBM5E13	2021
430	BBA	Visual Basic Practical	21UBM5E12B	2021
431	BBA	Business Correspondence Practical	21UBM5E13C	2021
432	BBA	Advanced Learner Course I	21UBM5AL1	2021
433	BBA	Programming in C Practical	21UBM6E32	2021
434	BBA	Oracle Practical	21UBM6E33	2021
435	BBA	Advanced Learner Course II Stress Management	21UBM6AL2	2021
436	B.Com	Financial Services	21UCO4E11	2021
437	B.Com	Financial Management	21UCO5E21	2021
438	B.Com	Introduction to Foreign Trade	21UCO5AL1	2021
439	B.Com	Fiancial Markets	21UCO6E31	2021
440	B.Com	Export Trade Procedures	21UCO6AL2	2021
441	B.Com	Introduction to Research	21UCO6S22	2021
442	B.Com (E-Commerce)	Allied - III: Statistics for Business	21UEC3A3	2021
443	B.Com (E-Commerce)	Allied - IV: Business Mathematics	21UEC4A4	2021
444	B.Com (E-Commerce)	Information Security and E Commerce	21UEC516	2021
445	B.Com (E-Commerce)	Core Elective - I : Advertising and Sales Promotion	21UEC5E1	2021
446	B.Com (E-Commerce)	Core Elective-I : Retail Business Management	21UEC5E2	2021
447	B.Com (E-Commerce)	Core Elective-I: Services Marketing	21UEC5E3	2021
448	B.Com (E-Commerce)	Advanced Learner Course - I : Organizational Behavior	21UEC5AL1	2021
449	B.Com (E-Commerce)	Core Elective-II: Human Resource Management	21UEC6E2	2021

BOS HIGHLIGHTED





DEPARTMENT OF BUSINESS ADMINISTRATION
NALLAMUTHU GOUNDER MAHALINGAM COLLEGE
POLLACHI - 642001



28th Board of Studies Meeting in the Department of
BUSINESS ADMINISTRATION

Date : 22.05.2021

Time: 10.30 a.m.

Agenda

BoS / BBA28.1	:	Welcome address and Opening Remarks by Chairman, Board of studies in the Department of Business Administration
BoS / BBA28.2	:	Confirmation of the Minutes of the 27 th Previous meeting of Board of studies in the Department of Business Administration held on 22.02.2020 and Action taken report of 27 th meeting of Board of studies
BoS / BBA28.3	:	28.3.1 Syllabus of I BBA under Regulation 2021 - 22
	:	28.3.2 Syllabus of II BBA under Regulation 2020 - 21
	:	28.3.3 Syllabus of III BBA under Regulation 2019 - 20
	:	Any other Discussions, if any
BoS / BBA28.4	:	Suggestion given by BOS Members
BoS / BBA28.5	:	Any other items

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NALLAMUTHU GOUNDER MAHALINGAM COLLEGE
POLLACHI
DEPARTMENT OF BUSINESS ADMINISTRATION



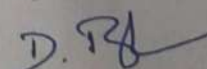
MINUTES OF BOSMEETING

The 28th Meeting of the Board of studies of the Department of Business Administration was held on 22.05.2021 at 10.30 a.m. in the Department of Business Administration, 90 – Palghat Road, Nallamuthu Gounder Mahalingam College, Pollachi – 642 001

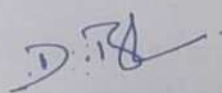
1. The following members were present:

1	Dr K Veerakumar Head – Department of Business Administration Nallamuthu Gounder Mahalingam College Pollachi – 642 001	Chairman
2	Mr D Bhuvanendran Assistant Professor of Business Administration Nallamuthu Gounder Mahalingam College Pollachi – 642 001	Internal Members
3	Mr T Manikandan Assistant Professor of Business Administration Nallamuthu Gounder Mahalingam College Pollachi – 642 001	
4	Mrs R Visalakshi Assistant Professor of Business Administration Nallamuthu Gounder Mahalingam College Pollachi – 642 001	
5	Mrs R Sindhuja Assistant Professor of Business Administration Nallamuthu Gounder Mahalingam College Pollachi – 642 001	
6	Dr R Chandrasekaran Associate Professor of Business Administration Dr.NGP Arts & Science College (Autonomous) Coimbatore – 641 048	University Nominee
7	Dr.M.Neela Associate Professor of Business Administration Cauvery College for Women (Autonomous) Trichirapalli – 620 018	Subject Expert

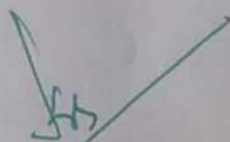

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Assistant Professor & Head
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8	Dr.K.Maruthadurai Assistant Professor & Cultural Coordinator Department of Management Studies Thanthai Hans Roever College (Autonomous) Perambalur - 621 220	Academic Auditor
9	Mr.P.ArulPrakash Gokulam Coco Products Divansapudur - 642 103	Industrial Expert/ Allied Area
10	Mr.A.Giriprakash Assistant Professor of Management Studies Sakthi Institute of Information & Management Studies, Palghat Road, Pollachi - 642 001	Alumni
11	Dr.K.Premalatha Assistant Professor of Business Administration Dr.SNSRajalakshmi College of Arts & Science (Autonomous) Chinnavedampatti Post Coimbatore - 49	Special Invitee
12	Ms.S Vinupriya (18-BM-61) 2018 - 2021 Batch Student	Student Member



HoD



CDC Co-ordinator
K. SRINIVASAN, M.C.A.,

Co-ordinator

Curriculum Development Cell (CDC)

NGM College (Autonomous)

Pollachi - 642 001.



COE



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Dr. R. MANICKA CHEZIAN, M.Sc., M.S., Ph.D.,
Controller of Examinations
NGM College (Autonomous)
POLLACHI - 642 001.

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BoS/ BBA28.1

Welcome address and opening remarks by chairman, Board of Studies in the Department of Business Administration. The Chairman, BoS of the Business Administration welcomed and introduced the members of 28th Board of Studies and thanked each one of them for sparing their valuable time to attend the meeting.

BoS/ BBA28.2

To confirm the minutes of previous BOS meeting 27th BOS meeting held on 22.02.2020. The minutes of the previous BOS meeting 27th Board of Studies meeting held on 22.02.2020 were communicated to the members. The comments received have been incorporated and placed for confirmation. The same was approved by the Previous Academic Meeting 27th Academic council.

~ Action Taken Report (Enclosed in Annexure 1)

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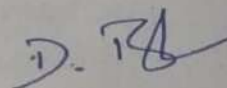
ANNEXURE I

Minutes of the Previous 27th Meeting (22.02.2020) – Action Taken Report

S.No	Suggestion given by expert members	Action taken
1	To add Minimum two Value Added Courses	Implemented
2	To include Advanced Learner Course (ALC) as optional Subject as Extra Credit	Implemented
3	Moderation – Decided only for external marks	Implemented
4	Meeting by Chairman for Evaluation Panel Members before valuation of scripts	Implemented
5	CIA Components updation	Implemented
6	Mark Allocation - for Int : 30 & for Ext : 70	Implemented



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BoS/ BBA 28.3

BoS/ BBA28.3.1

I BBA (I & II SEMESTER)

- **21UBM101 & Core - I :** Principles of Business Management and Business Organization, Industry 4.0 added by eliminating Chamber of Commerce in Unit - 5
 - 21UBM102 & Core - II :** Business Communication, Effective participation in Group Discussion added newly by deleting Characteristics of good commercial Writing in Unit – 5
 - 21UBM203 & Core - III :** Organisational Behaviour, Occupational Stressors added additionally
 - 21UBM2A2 & Allied - II :** Business Economics, In Unit – 2, Demand Forecasting, Importance of Demand forecasting added
- The presented syllabus was accepted by the experts and a **few suggestions** were given as follows:

- To add the above topics in existing units
- The following papers from BBA were accepted by the experts fully without further suggestions:
 - 21UBM1A1 & Allied – I :** Mathematical Techniques - I
 - 21UBM204 & Core - IV :** Financial Accounting

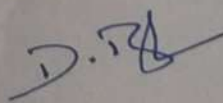
New Course Added:

The following papers in BBA added as optional were accepted by the experts fully without further suggestions

Online Course (Optional) (MOOC / NPTEL / SWAYAM)



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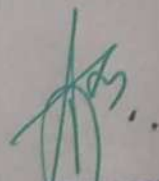
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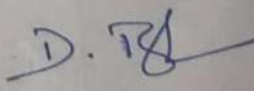
II BBA (III & IV SEMESTER)

- **21UBM307 & Core - VII :** Marketing Management, Modern Trends in Retailing- Malls and Online- Direct Marketing Tele Marketing- Event Marketing- Online and E-Marketing added in Unit - 5
- 21UBM308 & Core - VIII :** Mercantile Law, Companies Act, 2013 added in Unit – 3
- 21UBM409 & Core- IX :** Personnel Management and Industrial Relations, Succession Planning and Fast-Tracking added in Unit - 4
- 21UBM410 & Core - X :** Production and Materials Management, Vendor Development added in Unit-3
- 21UBM4A4 & Allied - IV :** Management Information System, added MIS structures in Unit – 1

The presented syllabus was accepted by the experts and a few suggestions were given as follows:

- To include above topics in existing syllabus
- The following papers from BBA were accepted by the experts fully without further suggestions:
 - 21UBM305 & Core - V :** Taxation,
 - 21UBM306 & Core - VI :** Financial Management,
 - 21UBM3A3 & Allied - III:** Mathematical Techniques-II,
 - 21UBM3N11 & NME - I :** Intellectual Property Rights,
 - 21UBM3N12 & NME - I :** Rural Consumer Behaviour,
 - 21UBM3V1 & Department Specific Value Added Course – I :**
Entrepreneurship in Rural Areas
 - 21UBM411 & Core - XI :** Cost and Management Accounting,
 - 21UBM412 & Core - XII :** Banking Theory Law & Practice,
 - 21UBM4N21 & NME - II :** Retail Management,
 - 21UBM4N22 & NME - II :** Supply Chain Management
 - 21UBM4V2 & Department Specific Value Added Course – II :**
Project Management for Small Business


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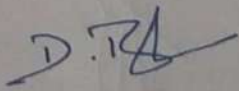
III BBA (V&VI SEMESTER)

- **21UBM513 & Core – XIII :** Entrepreneurship & Project Management, Economic & non – economic Growth of Entrepreneur was deleted by adding Entrepreneurial Development Programmes in India in Unit - 2
- 21UBM514 & Core - XIV :** Skill Enhanced Subject : Research Methods for Management, Pretesting is added in Unit – 3
- 21UBM515 & Core - XV :** Insurance Principles and Practices, Surrender of policy, policy claims included in Unit – 2
- 21UBM516 & Core – XVI :** International Business and Export Management, Features of International Marketing included by deleting Differences in Unit – 1
- 21UBM5E11 & Core Elective – I : XVII :** Microsoft Office Applications for Business – Theory, Title of PC Software (MS-Office) Theory renamed as Microsoft Office Applications for Business-Theory
- 21UBM5E11A & Core Elective – I : XVIII :** Microsoft Office Applications for Business – Practical Title of PC Software (MS-Office) Practical renamed as Microsoft Office Applications for Business-Practical
- 21UBM619 & Core - XIX :** Investment and Portfolio Management, Markowitz model – Sharpe model included in Unit – 4
- 21UBM620 & Core – XX :** Consumer Behaviour, Channel Mix excluded by adding Marketing Ethics in Unit – 5
- 21UBM621 & Core – XXI :** Skill Enhanced Subject : Advertising and Sales Promotion, Criticisms on advertising included in Unit – 3
- 21UBM622 & Core – XXII :** Business Environment, Legal Environment is deleted by including New Industrial Policy – Industrial Licensing Policy in Unit – 4
- 21UBM6E21 & Core Elective – II : XXIV :** Internet & E-Commerce and Information Security – Theory, HTML & Internet Advertising in Unit – 1 and Protocol Definition, Tcp/Ip in Unit – 3 was deleted by adding Machine Learning and Robotics in Unit – 1

The presented syllabus was accepted by the experts and a few suggestions were given as follows:

- To include above topics in existing syllabus


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- The following papers from BBA were accepted by the experts fully without further suggestions:

21UBM5S11 & Skill-Based Elective: (Major) Services Marketing,

21UBM5S12 & Skill-Based Elective: (Major) Concepts of Rural Marketing Management,

21UBM623 & Core - XXIII : Project Work and Viva – Voce,

New Course Added:

The following papers from BBA were accepted by the experts fully without further suggestions

21UBM5E12 & Core Elective – I : XVII : Visual Basic – Theory

21UBM5E13 & Core Elective – I : XVII : Customer Relationship Management – Theory

21UBM5E12B & Core Elective – I : XVIII : Visual Basic – Practical,

21UBM5E13C & Business Correspondence – Practical,

21UBM5AL1 & Advanced Learner Course – I (Optional) Self-Study : Stress Management

21UBM6E22 & Core Elective – II : XXIV : Programming in C – Theory

21UBM6E23 & Core Elective – II : XXIV : RDBMS – Theory

21UBM6E32 & Core Elective – III : XXV : Programming in C – Practical

21UBM6E33 & Core Elective – III : XXV : Oracle - Practical

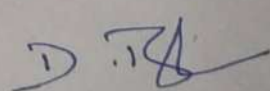
21UBM 6AL2 & Advanced Learner Course – II (Optional) Self-Study : Event Management

These changes have been made effect for the students admitted in 2021 - 2022 with Semester No 1st – 6th Semesters accordingly

Note:

1. Core Elective Papers in V and VI semester were added to select one paper among the three given choice papers
2. Advanced Learner Course is added as additional credit course for advanced learners optional course


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BoS/CS 28.4 SUGGESTIONS GIVEN BY THE BoS MEMBERS

12.4.1: The Members of BoS has suggested to include certain topics in few courses due to necessity and advised to eliminate certain topics

12.4.2: ALC topics are suggested by BoS Members and adopted with present batch itself

The members had a brainstorming discussion and interaction among themselves. After discussion, fruitful suggestions were incorporated appropriately in the Curriculum and Syllabi.

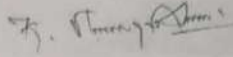
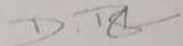
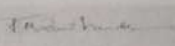
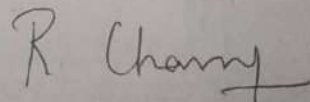
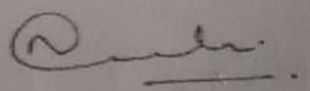
Based on the suggestions given by the members, BOS resolved to recommend the following to the Academic Council for further approval.

- a) The syllabus of First Year BBA under Regulation 2021 – 2022
- b) The syllabus of Second Year BBA under Regulation 2020 – 2021
- c) The syllabus of Third Year BBA under Regulation 2019 – 2020
- d) All VAC are incorporated as per suggestions

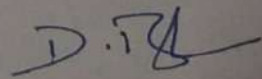
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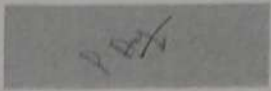
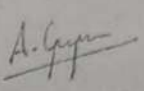
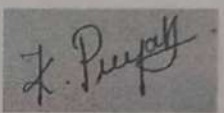
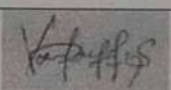
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Members Present:

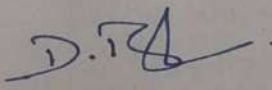
Chairman	
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Academic Experts	
Dr.M.Neela (Subject Expert) Associate Professor Department of Business Administration Cauvery College for Women (Autonomous) Trichirapalli – 620 018	
Dr.K.Maruthadurai (Academic Auditor) Assistant Professor & Cultural Coordinator Department of Management Studies Thanthai Hans Roever College (Autonomous) Perambalur - 621 220	


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Industrial Expert	
Mr.P.ArulPrakash Gokulam Coco Products Divansapudur – 642 103	
Alumnus nominated by Principal / HoD	
Mr.A.Giriprakash Assistant Professor of Management Studies Sakthi Institute of Information & Management Studies, Palghat Road, Pollachi – 642 001	
Special Invitee	
Dr.K.Premalatha Assistant Professor of Business Administration Dr.SNSRajalakshmi College of Arts & Science (Autonomous) Chinnavedampatti Post Coimbatore - 49	
Student Member	
Ms S Vinupriya (18-BM-61) 2018 – 2021 Batch Student	


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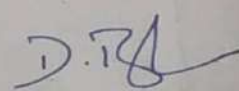

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7

**List of Courses having focus on Local, National, Regional and Global developmental needs
offered by the Department of Business Administration**

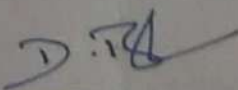
DEPARTMENT OF BUSINESS ADMINISTRATION						
Programme: Business Administration (BBA)						Year: 2021
Course Code	Course Title	Need				Rationale
		Local	National	Regional	Global	
21UBM101	Core - I : Principles of Business Management and Business Organization	✓	✓	✓	X	Management applies in all levels
21UBM102	Core - II : Business Communication	✓	✓	✓	✓	Communication is necessary everywhere
21UBM1A1	Allied - I : Mathematical Techniques - I	✓	✓	✓	✓	Mandatory in every aspect
21UBM203	Core - III : Organisational Behaviour	✓	✓	X	X	Educates behaviour
21UBM204	Core - IV : Financial Accounting	✓	✓	✓	✓	Applicable everywhere
21UBM2A2	Allied - II : Business Economics	✓	✓	✓	X	Must from individual to corporate
21VAD202	Manaiyiyal Mahathuvam - I	✓	✓	✓	X	Strong for every women
21VAD203	Uzhavu Bharatham - I	✓	✓	✓	X	Back bone of our nation
21UBM305	Core - V : Taxation	✓	✓	✓	X	Directly or indirectly applicable
21UBM306	Core - VI : Financial Management	✓	✓	✓	✓	Necessary everywhere
21UBM307	Core - VII : Marketing Management	✓	✓	✓	✓	Accelerates the growth
21UBM308	Core - VIII : Mercantile Law	✓	✓	✓	X	To be Followed
21UBM3A3	Allied - III : Mathematical Techniques - II	✓	✓	✓	✓	Mandatory in every aspect
21UBM3N11	NME - I : Intellectual Property Rights	✓	✓	✓	✓	Must for Individual to all levels
21UBM3N12	NME - I : Rural Consumer Behaviour	✓	✓	✓	✓	Reach even uneducated and unaware buyers
21VAD302	Manaiyiyal Mahathuvam - II	✓	✓	✓	X	Strong for every women
21VAD303	Uzhavu Bharatham - II	✓	✓	✓	X	Back bone of our nation
21VAD304	Entrepreneurship in Rural Areas	✓	✓	X	X	Budding from rural to be focused


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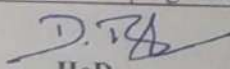

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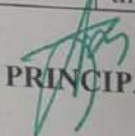
21UBM409	Core- IX : Personnel Management and Industrial Relations	✓	✓	✓	✓	To maintain proper Human Relation
21UBM410	Core - X : Production and Materials Management	✓	✓	✓	✓	Focused at industry level
21UBM411	Core - XI : Cost and Management Accounting	✓	✓	✓	✓	Applicable everywhere in industry
21UBM412	Core - XII : Banking Theory Law & Practice	✓	✓	✓	✓	Applicable everywhere from individual to industry
21UBM4A4	Allied - IV : Management Information System	✓	✓	✓	✓	Applicable everywhere from individual to industry
21UBM4N21	NME - II : Retail Management	✓	✓	X	X	Success of industry depends in retail sales
21UBM4N22	NME - II : Supply Chain Management	✓	✓	✓	✓	Success of organization depends on continuity
21VAD402	Manayiyal Mahathuvam - III	✓	✓	✓	X	Strong for every women
21VAD403	Uzhavu Bharatham - III	✓	✓	✓	X	Back bone of our nation
21VAD404	Project Management for Small Business	✓	✓	X	X	To educate new entrepreneur with ideas
21UBM513	Core - XIII : Entrepreneurship & Project Management	✓	✓	✓	X	Budding entrepreneurs be focused to educate new with ideas
21UBM514	Core - XIV : Skill Enhanced Subject : Research Methods for Management	✓	✓	✓	✓	Applies in all levels from education to industry
21UBM515	Core - XV : Insurance Principles and Practices	✓	✓	✓	✓	Must for everyone
21UBM516	Core - XVI : International Business and Export Management	X	X	✓	✓	The next level of business at home level
21UBM5E11	Core Elective - I : XVII : Microsoft Office Applications for Business - Theory	✓	✓	✓	X	Basic Computer knowledge
21UBM5E12	Core Elective - I : XVII : Visual Basic - Theory	✓	✓	✓	X	Needs for Business
21UBM5E13	Core Elective - I : XVII : Customer Relationship Management - Theory	✓	✓	✓	✓	Necessity for current scenario
21UBM5E11A	Core Elective - I : XVIII : Microsoft Office Applications for Business - Practical	✓	✓	✓	X	Basic Computer knowledge
21UBM5E12B	Core Elective - I : XVIII : Visual Basic - Practical	✓	✓	✓	X	Basic Computer knowledge


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21UBM5E13C	Core Elective – I : XVIII : Business Correspondence – Practical	✓	✓	✓	✓	Necessity for current scenario
21UBM5AL1	Advanced Learner Course – I (Optional) Self-Study Stress Management	✓	✓	✓	✓	Applicable for advanced learners
21UBM5S11	Skill-Based Elective : (Major) Services Marketing	✓	✓	✓	X	Educate about provisions available after purchase
21UBM5S12	Skill-Based Elective : (Major) Concepts of Rural Marketing Management	✓	✓	X	X	Experimental learning
21UBM619	Core - XIX : Investment and Portfolio Management	✓	✓	✓	✓	Necessity of Basic individual
21UBM620	Core – XX : Consumer Behaviour	✓	✓	✓	✓	Reasons to know buyers
21UBM621	Core – XXI : Skill Enhanced Subject : Advertising and Sales Promotion	✓	✓	✓	X	To attract public by advertising to increase sales
21UBM622	Core – XXII : Business Environment	✓	✓	✓	X	To Know Micro / Macro Level
21UBM623	Core - XXIII : Project Work and Viva - Voce	✓	✓	✓	✓	Experimental Learning & Practical Exposure
21UBM6E21	Core Elective - XXIV : Internet & E-Commerce and Information Security – Theory	✓	✓	✓	✓	To Reach unreached through net
21UBM6E22	Core Elective - XXIV Programming in C – Theory	✓	✓	✓	X	Little higher than basic
21UBM6E23	Core Elective - XXIV : RDBMS - Theory	✓	✓	✓	✓	To create business database
21UBM6E31	Core Elective – XXV : HTML – Practical	✓	✓	✓	X	To Reach unreached through net
21UBM6E32	Core Elective – XXV : Programming in C - Practical	✓	✓	✓	✓	Little higher than basic
21UBM6E33	Core Elective – XXV : Oracle - Practical	✓	✓	✓	X	To create business database
21UBM 6AL2	Advanced Learner Course – II (Optional) Self-Study : Event Management	✓	✓	✓	✓	Applicable for Advanced learners only
21UBM6S21	Skill-Based Elective : (Major) Logistics Management	✓	✓	✓	X	Bridge to connect different areas
21UBM6S22	Skill-Based Elective : (Major) Agricultural Marketing Management	✓	✓	✓	✓	To Enrich Agriculturists through business


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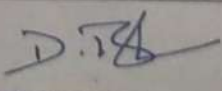
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**List of Courses having focus on Employability / Entrepreneurship / Skill Development
offered by the Department of Business Administration**

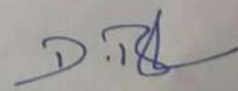
DEPARTMENT OF BUSINESS ADMINISTRATION						
Programme: Business Administration (BBA)					Year: 2021	
Course Code	Course Title	Employability (EM) / Entrepreneurship (EN) / Skill Development (SD)			Focus	Year of Introduction
		EM	EN	SD		
21UBM101	Core - I : Principles of Business Management and Business Organization	✓	X	✓	Management Skills	2021
21UBM102	Core - II : Business Communication	✓	✓	✓	Transfer of Information	2021
21UBM1A1	Allied - I : Mathematical Techniques - I	✓	X	✓	Application of Knowledge	2021
21UBM203	Core - III : Organisational Behaviour	✓	✓	X	Adaptation to Environment	2021
21UBM204	Core - IV : Financial Accounting	✓	✓	✓	Accountability	2021
21UBM2A2	Allied - II : Business Economics	✓	✓	X	Application of Financial Idea	2021
21VAD202	Manaiyiyal Mahathuvam - I	✓	X	✓	Basic Preparedness	2021
21VAD203	Uzhavu Bharatham - I	✓	✓	✓	Back bone of future	2021
21UBM305	Core - V : Taxation	✓	✓	✓	Indirect / Direct Application of tax	2021
21UBM306	Core - VI : Financial Management	✓	✓	✓	Knowledge needed everywhere	2021
21UBM307	Core - VII : Marketing Management	✓	X	✓	Application of Mind	2021
21UBM308	Core - VIII : Mercantile Law	✓	✓	✓	Law to be followed	2021
21UBM3A3	Allied - III: Mathematical Techniques-II	✓	X	✓	Application of Knowledge	2021
21UBM3N11	NME - I : Intellectual Property Rights	✓	✓	✓	Knowledge / Idea	2021
21UBM3N12	NME - I : Rural Consumer Behaviour	X	✓	✓	Buyer Behaviour	2021
21VAD302	Manaiyiyal Mahathuvam - II	✓	X	✓	Basic Preparedness	2021
21VAD303	Uzhavu Bharatham - II	✓	✓	✓	Back bone of future	2021
21UBM3V1	Entrepreneurship in Rural Areas	✓	✓	✓	To start business in rural area	2021
21UBM409	Core- IX : Personnel Management and Industrial Relations	X	✓	✓	Develop Human Relations	2021
21UBM410	Core - X : Production and Materials Management	✓	✓	✓	Industry	2021


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21UBM411	Core - XI : Cost and Management Accounting	✓	✓	✓	Accountability	2021
21UBM412	Core - XII : Banking Theory Law & Practice	✓	✓	✓	Updating of Banking Knowledge	2021
21UBM4A4	Allied - IV : Management Information System	✓	✓	X	Development of Data	2021
21UBM4N21	NME - II : Retail Management	✓	✓	✓	Local sales	2021
21UBM4N22	NME - II : Supply Chain Management	✓	✓	✓	Continuity in sales	2021
21VAD402	Manaiyil Mahathuvam - III	✓	X	✓	Basic Preparedness	2021
21VAD403	Uzhavu Bharatham - III	✓	✓	✓	Back bone of future	2021
21UBM4V2	Project Management for Small Business	X	✓	✓	Budget and allocation of funds	2021
21UBM513	Core - XIII : Entrepreneurship & Project Management	X	✓	✓	Budget and allocation of funds to start business	2021
21UBM514	Core - XIV : Skill Enhanced Subject : Research Methods for Management	✓	✓	✓	Application of knowledge for thesis preparation	2021
21UBM515	Core - XV : Insurance Principles and Practices	✓	✓	✓	Awareness Creation	2021
21UBM516	Core - XVI : International Business and Export Management	✓	✓	✓	Educating knowledge for business to next level	2021
21UBM5E11	Core Elective - I : XVII : Microsoft Office Applications for Business - Theory	✓	X	✓	Basic Computer skills	2021
21UBM5E12	Core Elective - I : XVII : Visual Basic - Theory	✓	X	✓	Additional Computer skills	2021
21UBM5E13	Core Elective - I : XVII : Customer Relationship Management - Theory	✓	✓	✓	Reliability of customer	2021
21UBM5E11A	Core Elective - I : XVIII : Microsoft Office Applications for Business - Practical	✓	X	✓	Basic Computer skills	2021
21UBM5E12B	Core Elective - I : XVIII : Visual Basic - Practical	✓	X	✓	Additional Computer skills	2021
21UBM5E13C	Core Elective - I : XVIII : Business Correspondence - Practical	✓	✓	✓	Documenting	2021
21UBM5AL1	Advanced Learner Course - I (Optional)Self-Study:Stress Management	✓	✓	✓	Knowledge and Skill equipment	2021
21UBM5S11	Skill-Based Elective : (Major) Services Marketing	✓	✓	✓	Knowledge equipment	2021
21UBM5S12	Skill-Based Elective : (Major) Concepts of Rural Marketing	✓	✓	✓	Knowledge and Skill equipment	2021


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	Management					
21UBM619	Core - XIX : Investment and Portfolio Management	✓	✓	✓	Financial Awareness	2021
21UBM620	Core - XX : Consumer Behaviour	✓	✓	✓	Buyer Intention	2021
21UBM621	Core - XXI : Skill Enhanced Subject : Advertising and Sales Promotion	✓	✓	✓	Enriching knowledge in volume of sales	2021
21UBM622	Core - XXII : Business Environment	X	✓	✓	Micro & Macro Level	2021
21UBM623	Core - XXIII : Project Work and Viva - Voce	✓	✓	✓	Application of knowledge and mind	2021
21UBM6E21	Core Elective - II : XXIV : Internet & E-Commerce and Information Security - Theory	✓	✓	✓	Basic Computer skills	2021
21UBM6E22	Core Elective - II : XXIV : Programming in C - Theory	✓	X	✓	Additional Computer skills	2021
21UBM6E23	Core Elective - II : XXIV : RDBMS - Theory	✓	X	✓	Computer skills for documenting	2021
21UBM6E31	Core Elective - III : XXV : HTML - Practical	✓	X	✓	Basic Computer skills	2021
21UBM6E32	Core Elective - III : XXV : Programming in C - Practical	✓	X	✓	Additional Computer skills	2021
21UBM6E33	Core Elective - III : XXV : Oracle - Practical	✓	✓	✓	Computer skills for documenting	2021
21UBM 6AL2	Advanced Learner Course - II (Optional) Self-Study : Event Management	✓	✓	✓	Knowledge and Skill equipment	2021
21UBM6S21	Skill-Based Elective : (Major) Logistics Management	✓	✓	✓	Bridging Different locations	2021
21UBM6S22	Skill-Based Elective : (Major) Agricultural Marketing Management	✓	✓	✓	Focus Agriculturist Products	2021

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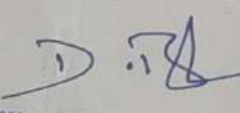
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Percentage of Revision of Business Administration Syllabus under Regulation 2021

DEPARTMENT OF BUSINESS ADMINISTRATION

S.No	Course Code	Course Title	Change Details	% of Changes	Content Deleted	Content Updated	Reason for Change
1	21UBM101	Core - I : Principles of Business Management and Business Organization	In Existing Syllabus	5 %	<u>Unit-5</u> Chamber of Commerce	<u>Unit-5</u> Industry 4.0	Subject Expert Opinion
2	21UBM102	Core - II : Business Communication	In Existing Syllabus	5 %	<u>Unit-5</u> Characteristics of good commercial Writing	<u>Unit-5</u> Effective participation in Group Discussion	Course Teacher Opinion
3	21UBM1A1	Allied - I : Mathematical Techniques - I	In Existing Syllabus	-	-	-	-
4	21UBM203	Core - III : Organisational Behaviour	In Existing Syllabus	5 %	-	<u>Unit - 4</u> Occupational Stressors	Subject Expert Opinion
5	21UBM204	Core - IV : Financial Accounting	In Existing Syllabus	-	-	-	-
6	21UBM2A2	Allied - II : Business Economics	In Existing Syllabus	5 %	-	<u>Unit-2</u> Demand Forecasting-Importance of Demand forecasting	Course Teacher Opinion
7	21UBM305	Core - V : Taxation	In Existing Syllabus	-	-	No Change	-
8	21UBM306	Core - VI : Financial Management	In Existing Syllabus	-	-	-	-
9	21UBM307	Core - VII : Marketing Management	In Existing Syllabus	5 %	-	<u>Unit - 5</u> Modern Trends in Retailing-Malls and Online-Direct Marketing	Subject Expert Opinion


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						Tele Marketing-Event Marketing-Online and E-Marketing	
10	21UBM308	Core - VIII : Mercantile Law	In Existing Syllabus	5 %	-	<u>Unit - 3</u> Companies Act, 2013	Subject Expert Opinion
11	21UBM3A3	Allied - III: Mathematical Techniques-II	In Existing Syllabus	-	-	-	-
12	21UBM3N11	NME - I : Intellectual Property Rights	In Existing Syllabus	-	-	-	-
13	21UBM3N12	NME - I : Rural Consumer Behaviour	In Existing Syllabus	-	-	-	-
14	21UBM409	Core- IX : Personnel Management and Industrial Relations	In Existing Syllabus	5 %	-	<u>Unit - 4</u> Succession Planning and Fast-Tracking	Subject Expert Opinion
15	21UBM410	Core - X : Production and Materials Management	In Existing Syllabus	5 %	-	<u>Unit-3</u> Vendor Development	Course Teacher Opinion
16	21UBM411	Core - XI : Cost and Management Accounting	In Existing Syllabus	-	-	No Change	-
17	21UBM412	Core - XII : Banking Theory Law & Practice	In Existing Syllabus	-	-	-	-
18	21UBM4A4	Allied - IV : Management Information System	In Existing Syllabus	5 %	-	<u>Unit-1</u> MIS structures	Subject Expert Opinion
19	21UBM4N21	NME - II : Retail Management	In Existing Syllabus	-	-	-	-
20	21UBM4N22	NME - II : Supply Chain Management	In Existing Syllabus	-	-	-	-
21	21UBM513	Core - XIII : Entrepreneurship	In Existing	5 %	<u>Unit - 2</u> Economic&	<u>Unit - 2</u> Entrepreneu	Subject Expert

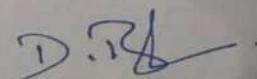
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		& Project Management	Syllabus		non – economic Growth of Entrepreneur	rial Development Programmes in India	Opinion
22	21UBM514	Core - XIV : Skill Enhanced Subject : Research Methods for Management	In Existing Syllabus	5 %	-	Unit -3 Pretesting	Course Teacher Opinion
23	21UBM515	Core - XV : Insurance Principles and Practices	In Existing Syllabus	5 %	-	Unit-2 Surrender of policy, policy claims	Alumni Opinion
24	21UBM516	Core – XVI : International Business and Export Management	In Existing Syllabus	5 %	Unit-1 Differences	Unit-1 Features of International Marketing	University Nominee Opinion
25	21UBM5E11	Core Elective – I : XVII : Microsoft Office Applications for Business – Theory	In Existing Syllabus	5 %	Title: PC Software (MS-Office) Theory	Title Renamed as: Microsoft Office Applications for Business-Theory	Subject Expert Opinion
26	21UBM5E12	Core Elective – I : XVII : Visual Basic – Theory	New Syllabus	100 %	-	All 5 Units are New	University Nominee Opinion
27	21UBM5E13	Core Elective – I : XVII : Customer Relationship Management – Theory	New Syllabus	100 %	-	All 5 Units are New	University Nominee & Subject Expert Opinion
28	21UBM5E11A	Core Elective – I : XVIII : Microsoft Office Applications for Business – Practical	In Existing Syllabus	5 %	Title: PC Software (MS-Office) Practical	Title Renamed as: Microsoft Office Applications for	Subject Expert Opinion



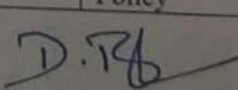
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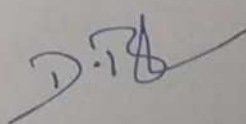
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						Business-Practical	
29	21UBM5E12B	Core Elective – I : XVIII : Visual Basic – Practical	New Syllabus	100 %	-	All 5 Units are New	University Nominee & Subject Expert Opinion
30	21UBM5E13C	Core Elective – I : XVIII : Business Correspondence – Practical	New Syllabus	100 %	-	All 5 Units are New	University Nominee & Subject Expert Opinion
31	21UBM5AL1	Advanced Learner Course – I (Optional) Self-Study	New Syllabus	100 %	-	All 5 Units are New	University Nominee & Subject Expert Opinion previous BoS Opinion
32	21UBM5S11	Skill-Based Elective : (Major) Services Marketing	In Existing Syllabus	-	-	-	-
33	21UBM5S12	Skill-Based Elective : (Major) Concepts of Rural Marketing Management	In Existing Syllabus	-	-	-	-
34	21UBM619	Core - XIX : Investment and Portfolio Management	In Existing Syllabus	5 %	-	Unit – 4 Markowitz model – Sharpe model	Alumini Opinion
35	21UBM620	Core – XX : Consumer Behaviour	In Existing Syllabus	5 %	Unit-5 Channel Mix	Unit-5 Marketing Ethics	Alumini Opinion
36	21UBM621	Core – XXI : Skill Enhanced Subject : Advertising and Sales Promotion	In Existing Syllabus	5 %	-	Unit – 3 Criticisms on advertising	-
37	21UBM622	Core – XXII : Business Environment	In Existing Syllabus	5 %	Unit-4 Legal Environment	Unit-4 New Industrial Policy – Industrial Licensing Policy	Course Teacher Opinion


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38	21UBM623	Core - XXIII : Project Work and Viva - Voce	In Existing Syllabus	-	-	-	-
39	21UBM6E21	Core Elective – II : XXIV : Internet & E- Commerce and Information Security – Theory	In Existing Syllabus	10%	<u>Unit – 1</u> HTML & Internet Advertising <u>Unit-3</u> Protocol Definition, Tcp/Ip	<u>Unit – 1</u> Machine Learning and Robotics	University Nominee Opinion
40	21UBM6E22	Core Elective - II : XXIV Programming in C – Theory	-	-	-	-	-
41	21UBM6E23	Core Elective – II : XXIV : RDBMS - Theory	-	-	-	-	-
42	21UBM6E31	Core Elective – III : XXV : HTML – Practical	In Existing Syllabus	-	-	-	-
43	21UBM6E32	Core Elective – III : XXV : Programming in C - Practical	New Syllabus	100 %	-	All 5 Units are New	University Nominee & Subject Expert Opinion
44	21UBM6E33	Core Elective – III : XXV : Oracle - Practical	New Syllabus	100 %	-	All 5 Units are New	
45	21UBM 6AL2	Advanced Learner Course – II (Optional) Self- Study	New Syllabus	100 %	-	All 5 Units are New	
46	21UBM6S21	Skill-Based Elective : (Major) Logistics Management	Existing Syllabus	-	-	-	-
47	21UBM6S22	Skill-Based Elective : (Major) Agricultural Marketing Management	Existing Syllabus	-	-	-	-



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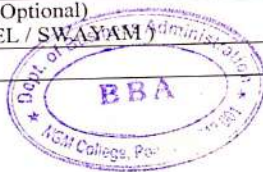
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NALLAMUTHU GOUNDER MAHALINGAM COLLEGE (AUTONOMOUS)
 Bachelor of Business Administration (BBA)
 SCHEME OF EXAMINATIONS (FOR I&VISEMESTERS)
 Scheme of Examination (With effect from 2021 - 2024 Batch)
 CHOICE BASED CREDIT SYSTEM

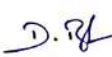
S. No.	Part	Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem	Duration of Exam	Maximum Marks		Total	Credits
				L	P	T		Internal	External		
Part I and Part II in First & Second Semesters Only											
SEMESTER - I											
1	I	21UTL101 /	Tamil Paper - I /	6	-	-	3	50	50	100	3
		21UHN101/	Hindi Paper - I /	6	-	-					
		21UFR101	French Paper - I	6	-	-					
2	II	21UEN101	Communication Skills – I (Level I)	5	-	-	3	50	50	100	3
		21UEN102	Communication Skills – I (Level II)	5	-	-					
3	III	21UBM101	Core - I : Principles of Business Management and Business Organization	6	-	-	3	50	50	100	4
4		21UBM102	Core - II : Business Communication	5	-	-	3	50	50	100	3
5		21UBM1A1	Allied – I : Mathematical Techniques - I	6	-	5	3	50	50	100	4
6	IV	21UHR101	Human Rights	1	-	-	2	-	50	50	2
7		21HEC101	Human Excellence - Personal Values and SKY Yoga Practice – I	1	-	-	2	25	25	50	1
8	V		Extension Activities (Annexure – I)	-	-	-	-	-	-	-	-
9	CC	21CFE101	Fluency in English - I	-	-	-	-	-	-	-	-
10			Online Course (Optional) (MOOC / NPTEL / SWAYAM)	-	-	-	-	-	-	-	Gr
Total				30				275	325	600	20

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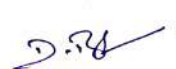
SEMESTER – II											
S. No.	Part	Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem	Duration of Exam	Maximum Marks		Total	Credits
				L	P			Internal	External		
11	I	21UTL202 /	Tamil Paper - II /	6	-	-	3	50	50	100	3
		21UHN202/	Hindi Paper - II /	6	-	-					
		21UFR202	French Paper – II	6	-	-					
12	II	21UEN202	Communication Skills – II (Level I)	5	-	-	3	50	50	100	3
		21UEN203	Communication Skills – II (Level II)	5	-	-					
13	III	21UBM203	Core - III : Organizational Behaviour	5	-	-	3	50	50	100	4
14		21UBM204	Core - IV : Financial Accounting	6	-	5	3	50	50	100	4
15		21UBM2A2	Allied - II : Business Economics	5	-	-	3	50	50	100	4
16	IV	21EVS201	Environmental Studies	2	-	-	2	-	50	50	2
17		21HEC202	Human Excellence – Family Values & SKY Yoga Practice – II	1	-	-	2	25	25	50	1
18	V		Extension Activities (Annexure – I)	-	-	-	-	-	-	-	-
19	CC	21CFE201	Fluency in English - II	-	-	-	-	-	-	-	-
20		21CMM201	Manayiyal Mahathuvam - I	1*	-	-	2	-	50	50*	Gr
21		21CUB201	Uzhavu Bharatham – I	1*	-	-	2	-	50	50*	Gr
22			Online Course (Optional) (MOOC / NPTEL / SWAYAM)	-	-	-	-	-	-	-	Gr
Total				30	-	-	-	275	325	600	20


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S. No.	Part	Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem	Duration of Exam	Maximum Marks		Total	Credits
				L	P			Internal	External		
SEMESTER – III											
23	III	21UBM305	Core - V : Taxation	6	-	5	3	50	50	100	4
24		21UBM306	Core - VI : Financial Management	5	-	-	3	50	50	100	3
25		21UBM307	Core - VII : Marketing Management	6	-	-	3	50	50	100	4
26		21UBM308	Core - VIII : Mercantile Law	5	-	-	3	50	50	100	3
27		21UBM3A3	Allied - III : Mathematical Techniques - II	6	-	5	3	50	50	100	4
28	IV	21UBM3N1/	NME - I : Intellectual Property Rights /	1	-	-	2	-	50	50	2
		21UBM3N2	NME - I : Rural Consumer Behaviour								
29		21HEC303	Human Excellence – Professional Values & SKY Yoga Practice - III	1	-	-	2	25	25	50	1
30	V		Extension Activities (Annexure – I)	-	-	-	-	-	-	-	-
31	CC	21CFE301	Fluency in English - III	-	-	-	-	-	-	-	-
32		21CMM301	Manayiyal Mahathuvam - II	1*	-	-	2	-	50	50*	Gr
33		21CUB301	Uzhavu Bharatham - II	1*	-	-	2	-	50	50*	Gr
Total				30	-	-	-	275	325	600	21


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S. No.	Part	Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem	Duration of Exam	Maximum Marks		Total	Credits
				L	P	T		Internal	External		
SEMESTER – IV											
34	III	21UBM409	Core- IX : Personnel Management and Industrial Relations	6	-	-	3	50	50	100	4
35		21UBM410	Core - X : Production and Materials Management	6	-	-	3	50	50	100	4
36		21UBM411	Core - XI : Cost and Management Accounting	6	-	5	3	50	50	100	4
37		21UBM412	Core - XII : Banking Theory Law & Practice	5	-	-	3	50	50	100	3
38		21UBM4A4	Allied - IV : Management Information System	5	-	-	3	50	50	100	4
39	IV	21UBM4N1/	NME - II : Retail Management /	1	-	-	2	-	50	50	2
		21UBM4N2	NME - II : Supply Chain Management								
40		21HEC404	Human Excellence – Social Values & SKY Yoga Practice - IV	1	-	-	2	25	25	50	1
41	V		Extension Activities (Annexure – I)	-	-	-	-	-	-	-	1
42	CC	21CFE401	Fluency in English - IV	-	-	-	-	-	-	-	-
43		21CMM401	Manayiyal Mahathuvam - III	1*	-	-	2	-	50	50*	Gr
44		21CUB401	Uzhavu Bharatham - III	1*	-	-	2	-	50	50*	Gr
Total				30	-	-		275	325	600	23

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S. No.	Part	Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem	Duration of exam	Maximum Marks		Total	Credits
				L	P	T		Internal	External		
SEMESTER – V											
45	III	21UBM513	Core – XIII : Entrepreneurship & Project Management	5	-	-	3	50	50	100	4
46		21UBM514	Core - XIV : Skill Enhanced Course : Research Methods for Management	5	-	-	3	50	50	100	4
47		21UBM515	Core - XV : Insurance Principles and Practices	4	-	-	3	50	50	100	4
48		21UBM516	Core – XVI : International Business and Export Management	5	-	-	3	50	50	100	4
49		21UBM5E1	Core Elective – I : XVII : Microsoft Office Applications for Business – Theory /	5	-	-	3	50	50	100	5
		21UBM5E2	Core Elective – I : XVII : Programming in C – Theory /								
		21UBM5E3	Core Elective – I : XVII : RDBMS & Oracle–Theory								
50		21UBM5E4	Core Elective – I : XVIII : Microsoft Office Applications for Business – Practical /	-	2	-	3	50	50	100	3
		21UBM5E5	Core Elective – I : XVIII : Programming in C – Practical /								
		21UBM5E6	Core Elective – I : XVIII : RDBMS & Oracle – Practical								
51		21UBM5AL	Advanced Learner Course – I : (Optional) Self-Study : Stress Management	-	-	-	3	50	50	100	* Credits
52		21UBM5VA	Department Specific Value-Added Course	15							

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			(Mandatory)	30							2*
			Entrepreneurship In Rural Areas	45							3*
53	IV	21UBM5S1/	Skill-Based Elective - I : (Major) Services Marketing /	3	-	2	25	25	50	3	
		21UBM5S2	Skill-Based Elective - I : (Major) Concepts of Rural Marketing Management								
54		21HEC505	Human Excellence – National Values & SKY Yoga Practice - V	1	-	-	2	25	25	50	1
55	V		Extension Activities (Annexure – I)	-	-	-	-	-	-	-	-
56	CC	21CFE501	Fluency in English - V	-	-	-	-	-	-	-	Gr
57		21CSD501	Soft Skills Development - I	-	-	-	2	-	50	50	Gr
58		21GKL501	General Awareness - Self Study	SS	-	-	-	350	350	700	28
Total				28	2	-	-	350	350	700	28

*Credits – Based on course content, maximum of 4*Extra Credits


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S. No.	Part	Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem	Duration of exam	Maximum Marks		Total	Credits
				L	P	T		Internal	External		
SEMESTER – VI											
59	III	21UBM619	Core - XIX : Investment and Portfolio Management	5	-	-	3	50	50	100	4
60		21UBM620	Core – XX : Consumer Behaviour	5	-	-	3	50	50	100	4
61		21UBM621	Core – XXI : Skill Enhanced Course : Advertising and Sales Promotion	5	-	-	3	50	50	100	4
62		21UBM622	Core – XXII : Business Environment	5	-	-	3	50	50	100	3
63		21UBM623	Core - XXIII : Project Work and Viva - Voce	-	-	-	-	50	50	100	2
64		21UBM6E1	Core Elective – II : XXIV : Internet & E-Commerce and Information Security – Theory/	5	-	-	3	50	50	100	5
65		21UBM6E2	Core Elective – II : XXIV : Visual Basic – Theory /								
66		21UBM6E3	Core Elective – II : XXIV : Customer Relationship Management – Theory								
67		21UBM6E4	Core Elective – III : XXV : HTML – Practical /								
68		21UBM6E5	Core Elective – III : XXV : Visual Basic – Practical /	-	2	-	3	50	50	100	2
69	21UBM6E6	Core Elective – III : XXV : Business Correspondence – Practical									


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70		21UBM6AL	Advanced Learner Course – II : (Optional) Self-Study : Event Management	-	-	-	3	50	50	100	* Credits
	III			15							1*
71		21UBM6VA	Department Specific Value Added Course (Mandatory) Project Management for Small Business	30							2*
				45							3*
72		21UBM6S1/	Skill-Based Elective : (Major) Logistics Management /	2	-	2	25	25	50	3	
A	IV	21UBM6S2	Skill-Based Elective : (Major) Agricultural Marketing Management								
A		21HEC606	Human Excellence – Global Values & SKY Yoga Practice– VI	1	-	-	2	25	25	50	1
L				-	-	-	-	-	-	-	-
73	V		Extension Activities (Annexure – I)	-	-	-	-	-	-	-	-
C				-	-	-	-	-	-	-	-
74	CC	21CFE601	Fluency in English - VI	-	-	-	-	-	-	-	Gr
-		21CSD601	Soft Skills Development - II	-	-	-	-	-	-	-	Gr
A76				-	-	-	-	-	-	-	-
L			Total	28	2	-	-	400	400	800	28
C			GRAND TOTAL	176	4	-	-	1850	2050	3900	140

LC - Advanced Learner Course (Optional)
 VA - Department Specific Value Added Courses *Extra Credits
 ** Credits - Based on course content, Maximum of 4 credits
 CC - Certificate course / co-scholastic course
Grand Total = 3900; Total Credits = 140


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- Ratification Moved by Mr.D.Bhuvanendran, Head (i/c) Department of Business Administration .

Ratification of Syllabus for the regulation (2021-2024) were being made to the following courses in the modified contents:

Course Code	Course Title Removed	Course Introduced	Title
21 UBM 5E1	Microsoft office Applications for Business/ theory	Digital Marketing	
21 UBM 5E2	Programming in C-Theory	Financial Services	
21UBM 5E3	RDBMS&Oracle-Theory	Industry 4.0	
21 UBM 5E4	Microsoft office Applications for Business/ Practical		
21 UBM 5E5	Programming in C- / Practical		
21 UBM 5E6	RDBMS&Oracle-Practical		

Reason for the above said modification is due to the introduction of all the courses as per the suggestions given by BOS members /subject Expert .

For the same regulations, the course code 21 UBM 517 Google Work Space Practical has been Introduced. The suggestions was given by subject Expert.

Course Code	Course Title
21 UBM 517	Google Work Space Practical

Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	21UBM5E1	Title	Batch :	2021-24
Lecture Hrs./Week	5	Core Elective – I : XVII : Microsoft Office Applications for Business – Theory	Semester	V
		Tutorial Hrs./Sem.	Credits:	5

Course Objective

To enlighten the students with the Windows operating system; developing their abilities in working with various applications of windows and also learns about various concepts of Operating Systems

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To recall the various features of Windows 2000	K1
CO2	To understand the various MS Office application software's	K2
CO3	To apply the knowledge in working with MS Excel for scientific calculations admire the features of Excel applications	K3
CO4	To analyze the features of PowerPoint presentation	K4
CO5	To assess the concept of MS Access in working with records	K5

Mapping

PO / PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO										
CO1	H	M	H	M	H	L	H	L	M	H
CO2	H	H	M	H	H	L	H	-	H	H
CO3	H	H	H	H	M	M	-	M	H	M
CO4	M	-	L	H	M	M	H	H	H	L
CO5	H	H	M	H	M	L	M	M	H	M

H-High; M-Medium; L-Low

Unit	Content	Hrs
Unit: I	<u>Windows</u> Windows 2000 - Working with windows - Control Panel - Mouse options - MS Office Basics - Creating documents -Managing text - <i>Key board shortcuts</i> - Saving Files - Opening document - Simple editing - Using tool bars - Printing Files	15
Unit: II	<u>MS Word</u> Creating word document, saving and opening a document – Editing - Find and replace text - Checking spelling - Formatting document - Creating Table and inserting, deleting rows and columns	15
Unit: III	<u>MS Excel</u> Excel basics - Entering Data - Selecting ranges - Editing entries - Simple calculations - Find and replace data - Insert and delete rows and columns - Insert charts	15
Unit: IV	<u>MS PowerPoint</u> Power Point basics - creating presentations - Add or delete slides - Change views -	15

	Slide sorter view - <i>Applying templates</i> - Adding graphs
Unit: V	<u>MS Access</u> Creating Table - Entries and adding Records - Working with records - Creating Forms - Using Queries to extract information
Total Contact Hours	
Pedagogy and Assessment Methods :	
Power point Presentations, Group discussions, Seminar, Assignment, Experience Discussion, Brainstorming, Case study	
Note: <i>Italics denotes topics for self study</i>	

Books for Study:				
S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Randy Nordell	Microsoft Office 365: In Practice	McGraw-Hill Education	2019
2	Saroj kumar, Pranesh Kumar singh	P C Software (MS Office)- Theory		2020

Books for Reference:				
S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	T.Karthykeyan and Dr.C.Millan	PC Software for Office Automation	Sultan Chand & company publications	2020
2	Peter Weverka	MS office for dummies	Wiley & Sons Learning Microsoft Office 2010 Bangia Ramesh, Khanna Publishers	2014-18
3	-	Computer Applications - Windows 7 and MS Office 2013	Class X 1 Edition , Alka SabharwalSangeeta Panchal, Oxford publisher	2019
4	A.Ravi KiranG.Ramu	M.S.Office	Balaji Publications, 2012, 1st Edition	2012
5	Jain Anupama	Computer Fundamental MS Office	Vitasta Publishing Pvt.Ltd	-

Course Designed by	Verified by HOD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Dr. U. Thaslim Ariff	Name: Dr.K.Veerakumar	Name: Prof.K.Srinivasan	Name: Dr.R.Manicka Chezian
Signature 	Signature: 	Signature: 	Signature: 
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Programme code:	BBA	Programme Title :
Course Code:	21UBM5E2	Title
Lecture Hrs./Week	5	Core Elective – I : XVII : Programming in C - Theory
		Tutorial Hrs./Sem.
		Course Objective
		Bachelor of Business Administration
		Batch : 2021-24
		Semester V
		Credits: 5

To understand the basic concepts of programming language and develop well-structured programs using 'C' language. It provides technical skills to design and develop various applications

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To relate the logic behind the performance of various application	K1
CO2	To understand the concepts of C programming	K2
CO3	To apply and find out the debugs in the program	K3
CO4	To analyse an application using various functions	K4
CO5	To evaluate a concept to solve a real-time problem	K5

Mapping

PO/PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO										
CO1	H	M	H	M	H	L	H	L	M	H
CO2	H	H	M	H	H	L	H	L	H	H
CO3	H	H	H	H	M	M	L	-	H	M
CO4	M	H	L	H	M	M	H	H	H	L
CO5	H	H	M	H	M	L	M	M	H	M

H-High; M-Medium; L-Low

Unit	Content	Hrs
Unit: I	OVERVIEW OF C Introduction-Importance of C-Basic Structure of C Program- Character Set-Tokens-Key words and Identifiers-Constants-Variables- Data Types-Declaration of Variables-Assigning Values to Variables-Defining Symbolic Constants-operators	15
Unit: II	MANAGING I/O OPERATIONS Reading and writing a character, Formatted Input and Output, Decision making and Branching, Decision Making with IF Statement-Simple IF Statement-IF...ELSE-Nesting of IF...ELSE Statements-ELSE...IF LADDER- Switch Statement-?:- GOTO Statement-Decision Making and Looping-WHILE Statement- DO Statement-FOR Statement-JUMP IN LOOPS	15
Unit: III	ARRAYS Introduction-One dimensional arrays-Two dimensional arrays-Multi dimensional arrays-Handling of Character Strings-Declaring and Initializing String Variables- Reading Strings from terminal-User Defined Functions- Need for User Defined Functions-Form of C Functions- Return Values and their Types-Calling a Function-Category of Functions	15

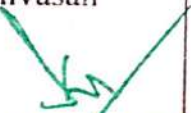
Unit: IV	STRUCTURES Structures and Unions-Structure Definition-Giving Values to members- Structure Initialization- Comparison of Structure Variables-Arrays of Structures-Arrays with Structures - Structures and Functions	15
Unit: V	FILE MANAGEMENT IN C Defining and Opening a File-Closing a File-I/O Operation on Files-Error Handling during I/O Operations-Random Access Files-File Inclusion- Compiler Control Directives	15
Total Contact Hours		75
Pedagogy and Assessment Methods : Power point Presentations, Seminar, Assignment, Experience Discussion, Brain storming		
Note: <i>Italics denotes topics for self-study</i>		

Books for Study:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	E. Balagurusamy	Programming In ANSI C	Tata McGraw Hill Publishers, 7th Edition	2017
2	Kamthane	Programming in C	Pearson Education India; 3rd edition	2015

Books for Reference:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Yashwvant Kanetkar	Let us C	BPB Publications, 17th Edition	2020
2	Brian W. Kernighan Dennis Ritchie	The C Programming	Pearson Publications, Second Edition	2015
3	Byron Gottfried	Programming with C	Tata McGraw Hill, 3rd Edition	2013
4	Martin J. Gentile	An Easy Guide to Programming in C	Create Space Independent Publishing Platform, 2 nd Edition	2012
5	Smarajit Ghosh	Programming in C	Prentice Hall of India Pvt Ltd, 1st Edition	2004

Course Designed by	Verified by HOD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Dr. U. Thaslim Ariff	Name: Dr.K.Veerakumar	Name: Prof.K.Srinivasan	Name: Dr.R.Manicka Chezian
Signature: 	Signature: 	Signature: 	Signature: 
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Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	21UBM5E3	Title	Batch :	2021-24
Lecture Hrs./Week	5	Core Elective – I : XVII : RDBMS & ORACLE – Theory	Semester	V
		Tutorial Hrs./Sem.	Credits:	5

Course Objective

To design and build a simple database system and demonstrate competence with the fundamental tasks involved with modeling, designing, and implementing a RDBMS.

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To recall the fundamentals of database management system	K1
CO2	To understand the divisions of SQL commands	K2
CO3	To apply PL/SQL architecture and block and to construct a simple form	K3
CO4	To analyze various commands in SQL and PL/SQL to develop a database	K4
CO5	To measure PL/SQL programming using concept of Cursor Management	K5

Mapping

PO/PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO										
CO1	H	M	H	M	H	L	M	L	M	H
CO2	H	L	M	H	H	H	-	L	H	H
CO3	H	H	H	H	M	M	L	M	H	M
CO4	M	H	L	M	H	M	M	H	H	L
CO5	H	H	H	H	M	L	M	M	H	M

H-High; M-Medium; L-Low

Unit	Content	Hrs
Unit: I	INTRODUCTION TO DATABASE Introduction – Purpose of Database Systems – View of Data – Data Abstraction – Instances and Schemas – Data Independence. Data Models: Object based Logical Models, Physical Data Models and Record based, Logical Models –Transaction Management – Storage Management –DBA – Database Users	15
Unit: II	RELATIONAL DATABASE Entity – Relational Model – Basic Concepts – Entity Relationship Diagram – Structure of Relational Database – Relational Algebra – Extended Relational Algebra Operations – Modification of the Database –Integrity Constraints	15
Unit: III	ORACLE Introduction to Oracle – Tools of Oracle – Introduction to SQL – Oracle- Internal Data Types – Divisions of SQL: Data Definition Language, Data Manipulation Language, Data Control Language and Transaction Control Language. Keys: Primary, Foreign, Referential Key. SQL * Plus Functions: Date, Character, Numeric, Conversion, Miscellaneous and Group Functions. Set Operators –	15

	<i>Relating Data through Join Concept</i>	
Unit: IV	QUERIES Sub-Queries: Meaning - Usage of Sub-Queries. Database Objects: Table, View, Synonym - Sequences - Index. Concept of Locking - Types of Locks. SQL*Plus Formatting Commands: Compute Commands, Title Commands, Setting Page Dimensions and Storing and Printing Query Results	15
Unit: V	PL/SQL Introduction to PL/SQL: Advantages of PL/SQL - Architecture of PL/SQL Block - Introduction to PL/SQL Block - Attributes. Control Structures - Concept of Error Handling. Basic Concept of SQL* FORM - Components of an Oracle Form - Simple Form Construction	15
Total Contact Hours		75
Pedagogy and Assessment Methods : Power point Presentations, Seminar, Assignment, Experience Discussion, Brain storming		
Note: <i>Italics denotes topics for self-study</i>		

Books for Study:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Kaushik R. Roy	A Textbook of RDBMS	DJ publications, 2017 Edition	2017
2	Mrs. Shital Gujar-Takale	Abhijeet D. Mankar	RDBMS, Nirali Prakashan, 2014 Edition	2014

Books for Reference:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	S. Ashok Kumar, G. Pramela	RDBMS & Oracle	Charulatha Publications Private Limited 2019	2019
2	Dr.P. Rizwan Ahmed	RDBMS & Oracle	Margham Publications; 1st edition	2017
3	Kriti Sinha	Query Language for all RDBMS and PL/SQL	Kalpaz Publications; 1st edition	2016
4	Ivan Bayross	SQL, PL/SQL The Programming Language of Oracle	BPB Publications	2010
5	Jose A. Ramalho	Learn Oracle	BPB Publications, 8i, 1st Edition	2007

Course Designed by	Verified by HOD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Dr. U. Thaslim Ariff	Name: Dr.K.Veerakumar	Name: Prof.K.Srinivasan	Name: Dr.R.Manicka Chezian
Signature 	Signature: 	Signature: 	Signature: 
Dr. K. VEERAKUMAR	K. SRINIVASAN, M.C.A.,		

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Programme code:	BBA	Programme Title :		
Course Code:	21UBM5E4	Title	Bachelor of Business Administration	
Practical Hrs./Week	2	Core Elective – I : XVIII : Microsoft Office Applications for Business - Practical	Batch :	2021-24
		Tutorial Hrs./Sem.	Semester	V
			Credits:	3

Course Objective

The students should have understood and become familiarize in creating of documents, spreadsheets and PowerPoint with MS Office Applications

Course Outcomes (CO)

CO Statement

CO Number	CO Statement	Knowledge Level
CO1	To remember the various options available in menu of window screen	K1
CO2	To understand the concepts of Mail merge	K2
CO3	To apply the knowledge in working on Excel	K3
CO4	To list the significance of Presentation slides	K4
CO5	To evaluate significance of Office Automation	K5

Mapping

PO / PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO										
CO1	H	L	H	M	H	M	-	H	H	H
CO2	H	M	H	H	L	L	L	H	H	M
CO3	H	H	L	H	M	-	M	L	M	H
CO4	H	M	H	H	H	M	H	M	M	H
CO5	H	H	M	L	H	M	H	L	H	L

H-High; M-Medium; L-Low

MS-Word:

- Exercise 1. Editing the text
- Exercise 2. Formatting the text
- Exercise 3. Time table creation
- Exercise 4. Job application letters with bio data
- Exercise 5. Mail merge

MS-Excel:

- Exercise 6. Monthly sales details
- Exercise 7. Students mark list- finding results of the students
- Exercise 8. Creation of chart

MS- PowerPoint:

- Exercise 9 Details about a company
 Exercise 10. Department inaugural function
 Exercise 11. Preparation of four slides – deletion and insertion
 Exercise 12. Insertion of excel chart into the power point slide

Books for Study:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Randy Nordell	Microsoft Office 365: In Practice	McGraw-Hill Education (11 January 2019)	2019
2	Saroj kumar, Pranesh Kumar Singh	P C Software (MS Office) - Theory	Sultan Chand & company publications	2008

Books for Reference:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	T.Karthykeyan and Dr.C.Millan	PC Software for Office Automation	Sultan Chand & company publications	2020
2	Peter Weverka	MS office for dummies	Wiley & Sons Learning Microsoft Office 2010 Bangia Ramesh, Khanna Publishers	2010
3	-	Computer Applications - Windows 7 and MS Office 2013	Class X I Edition , Alka SabharwalSangeeta Panchal, Oxford publisher	2019
4	A.Ravi KiranG.Ramu	M.S.Office	Balaji Publications, 2012, 1st Edition	2012
5	Jain Anupama	Computer Fundamental MS Office	Vitasta Publishing Pvt.Ltd	-

Course Designed by Name and Signature	Verified by HOD Name and Signature	Checked by CDC	Approved by COE
Name: Dr. U. Thaslim Ariff Signature: 	Name: Dr.K.Veerakumar Signature: 	Name: Prof.K.Srinivasan Signature: 	Name: Dr.R.Manicka Chezian Signature: 

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Programme code:	BBA	Programme Title :			
Course Code:	21UBM5E5	Title			Bachelor of Business Administration
Practical Hrs./Week	2	Core Elective – I : XVIII: Programming in C - Practical			Batch : 2021-24
		Tutorial Hrs./Sem.			Semester V
					Credits: 3

Course Objective

To equip the students to write programming language for developing a system based computer project for the business

Course Outcomes (CO) CO Statement

CO Number	CO Statement	Knowledge Level
CO1	To remember the usage of basic concepts of C	K1
CO2	To understand the loop structures and arrays in application development	K2
CO3	To solve the functions and argument events in generating the applications	K3
CO4	To analyse the ability of developing applications in C using the theoretical exposure of the language	K4
CO5	To evaluate significance Programming Skill	K5

Mapping

PO/PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	M	H	L	H	L	M	H
CO2	H	H	M	H	H	L	H	L	H	H
CO3	H	H	H	H	-	M	L	M	H	M
CO4	M	H	L	H	M	M	H	-	H	L
CO5	H	H	M	H	M	L	M	M	H	M

H-High; M-Medium; L-Low

Programs

- Exercise 1: Write a program to find the area of circle
- Exercise 2: Develop a program to check whether the given number is Armstrong or not
- Exercise 3: Create a program to print the multiplication table
- Exercise 4: Generate a program to calculate the electricity bill
- Exercise 5: Write a program to find the greatest number among three numbers
- Exercise 6: Create a program to find the given number is palindrome or not
- Exercise 7: Write a program to demonstrate the bitwise operator
- Exercise 8: Construct a program to find number of days in a month using switch case
- Exercise 9: Build a program to sort the numbers in ascending and descending order

- Exercise 10: Design a program to find the square root of a given number using function
- Exercise 11: Write a program to calculate factorial of a number using recursive
- Exercise 12: Generate a program to find students average using structure

Books for Study:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	E. Balagurusamy	Programming In ANSI C	Tata McGraw Hill Publishers, 7th Edition	2017
2	Kamthane	Programming in C	Pearson Education India; 3rd edition	2015

Books for Reference:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Yashwvant Kanetkar	Let us C	BPB Publications, 17th Edition	2020
2	Brian W. Kernighan / Dennis Ritchie	The C Programming	Pearson Publications, Second Edition	2015
3	Byron Gottfried	Programming with C	Tata McGraw Hill, 3rd Edition	2013
4	Martin J. Gentile	An Easy Guide to Programming in C	Create Space Independent Publishing Platform, 2nd Edition	2012
5	Smarajit Ghosh	Programming in C	Prentice Hall of India Pvt Ltd, 1st Edition	2004

Course Designed by Name and Signature	Verified by HOD Name and Signature	Checked by CDC	Approved by COE
Name: Dr. U. Thaslim Ariff Signature: 	Name: Dr. K. Veerakumar Signature: 	Name: Prof. K. Srinivasan Signature: 	Name: Dr. R. Manicka Chezian Signature: 

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Programme code:	21UBM5E6	Title		Bachelor of Business Administration	
Course Code:		Core Elective – I : XVIII: RDBMS & ORACLE - Practical		Batch :	2021-24
Practical Hrs./Week	2	Tutorial Hrs./Sem.		Semester	V
				Credits:	3

Course Objective

To develop the students to Create database-level applications using Oracle PL/SQL. Students will be exposed to various advanced PL/SQL techniques for building and tuning robust business applications

Course Outcomes (CO)

CO Statement		Knowledge Level
CO1	To remember structured query language (SQL) queries using DDL,DML, DCL,TCL commands.	K1
CO2	To understand the basic concept how storage techniques are used	K2
CO3	To apply techniques pertaining to Database design practices	K3
CO4	To analyse a database design using SQL and PL/SQL commands	K4
CO5	To evaluate the PL/SQL blocks in creating an oracle application	K5

Mapping

PO / PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO										
CO1	H	M	H	M	H	L	M	L	M	H
CO2	H	L	M	H	H	H	-	L	H	H
CO3	H	H	H	H	M	M	L	M	H	M
CO4	M	-	L	M	H	M	M	H	H	L
CO5	H	H	H	H	M	L	M	M	H	M

H-High; M-Medium; L-Low

Programs: SQL

- Create a table for employee details using DDL Commands
- Create a table for sales details using DML Commands
- Create a table for item details using DCL & TCL Commands
- Create a table for student details and verify the following data constraints
 - Primary Key
 - Reference Key
 - Default Key
- Create a table for employee details and verify the following data constraints
 - Not Null
 - Unique Key
 - Check

6. Create a table for student attendance and mark details and combine the results of queries using set operators

PL/SQL

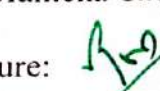
7. Create a PL/SQL block and retrieve the records stored in the employee table
8. Create a PL/SQL program to reverse the given number.Dh
9. Create a program to execute the simple and while loop structure in PL/SQL
10. Create a PL/SQL program to display the multiplication table
11. Create a table for student mark details by using percentage type under PL/SQL attribute concept
12. Create a PL/SQL block to check whether the given string is Palindrome or not

Books for Study:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Kaushik R. Roy	A Textbook of RDBMS	DJ publications, 2017 Edition	2017
2	Mrs. Shital Gujar-Takale	Abhijeet D. Mankar	RDBMS, Nirali Prakashan, 2014 Edition	2014

Books for Reference:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	S. Ashok Kumar, G. Pramela	RDBMS & Oracle	Charulatha Publications Private Limited 2019	2019
2	Dr.P. Rizwan Ahmed	RDBMS & Oracle	Margham Publications; 1st edition	2017
3	Kriti Sinha	Query Language for all RDBMS and PL/SQL	Kalpaz Publications; 1st edition	2016
4	Ivan Bayross	SQL, PL/SQL The Programming Language of Oracle	BPB Publications	2010
5	Jose A. Ramalho	Learn Oracle	BPB Publications, 1st Edition	2007

Course Designed by Name and Signature	Verified by HOD Name and Signature	Checked by Name and Signature	Approved by Name and Signature
Name: Dr. U. Thaslim Ariff Signature: 	Name: Dr.K.Veerakumar Signature: 	Name: Prof.K.Srinivasan Signature: 	Name: Dr.R.Manicka Chezian Signature: 

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Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	21UBM5AL	Title	Batch :	2021-24
		Advances Learner Course –I Stress Management	Semester	V
Lecture Hrs./Week	*SS	Tutorial Hrs./Sem.	-	Credits: *

Course Objective

The students should understand the Causes of Stress, coping with stress, and to overcome from stress resistant in life style

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To recall sources and types of stress in order to implement appropriate stress management techniques	K1
CO2	To classify the effectiveness of stress in human body system and causes of diseases	K2
CO3	To develop an impact of stress on personality and Perception processes	K3
CO4	To analyse the basic elements of the relaxation response	K4
CO5	To evaluate stressors inherent in today's global marketplace	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	H	M	L	H	H	H	H
CO2	M	H	M	H	H	H	M	L	H	M
CO3	H	H	M	H	M	M	-	H	L	H
CO4	L	M	M	-	H	H	H	H	L	H
CO5	M	L	M	L	M	H	H	M	H	L

H-High; M-Medium; L-Low

Unit	Content
Unit : I	<u>STRESS</u> Definition of stress & stressor - Sources of Stress - Types of stress - Human fight or flight response to stress - Stress and the college students
Unit : II	<u>IMPACT OF STRESS</u> Impact of Stress in body systems - Stress and Nervous System - Hypothalamic-pituitary-adrenal (HPA) axis - Effect of stress on Immune system - Health risk associated with chronic stress - Stress and Major psychiatric disorders- Role of stress emerging as a disease.

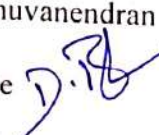
Unit:III	<u>ROLE AND PERSONALITY</u> Understanding your stress level - Role of personality pattern, Self Esteem, Locus of control - Role of thoughts beliefs and emotions.
Unit:IV	<u>STRESS LEVEL</u> Understanding your stress level - Role of personality pattern, Self Esteem, Locus of control - Role of thoughts beliefs and emotions.
Unit: V	<u>MANAGING STRESS</u> Connection between social support and stress - Types of social support - Recognize the role of communication and relationships in managing stress, and in academic / work performance - emotional intelligence
Pedagogy and Assessment Methods : Power point Presentations, Seminar, Assignment, Experience Discussion, Brain storming	
Note: *SS - Self-Study	

Books for Study:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Folkman.S	The oxford Handbook of stress, health and coping	Publisher Oxford University.2010	2010
2	M. Olpin M. Hesson	Stress Management for Life: A Research-Based Experiential Approach	Wadsworth Publishing, 4th edition	2015

Books for Reference:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	K. Lee	Reset: Make the Most of Your Stress: Your 24-7 Plan for Well-being	IUniverse Publishing	2014
2	K Gabriella R	The Stress-Less Life Guide Teens	Stress-Less Way, Edition 1	2014
3	Rebonato Riccardo	Portfolio Management under Stress	Cambridge University Press, 1 st Edition	2014
4	Belde Manikanta	The Ultimate Stress-Free Productivity Secrets	Notion Press, 1st Edition	2016
5	Dutta P. K	Stress Relief	Kinjalaya Publishing House, 1 st Edition	2011

Course Designed by Name and Signature Name: Mr.D.Bhuvanendran Signature: 	Verified by HOD Name and Signature Name: Dr.K.Veerakumar Signature: 	Checked by Name: Prof.K.Srinivasan Signature: 	Approved by Name: Dr.R.Manicka Chezian Signature: 
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Programme code:	BBA	Programme Title :		Bachelor of Business Administration	
Course Code:	21UBM6E2	Title		Batch :	2021-24
Lecture Hrs./Week	5	Core Elective – II : XXIV: Visual Basic - Theory		Semester:	VI
		Tutorial Hrs./Sem.	-	Credits:	5

Course Objective

The Students should have understood the basics of computers and the Visual Basic- Theory on completion of this course

Course Outcomes (CO)

To enable the students to develop an application oriented software

CO Number	CO Statement	Knowledge Level
CO1	To remember the fundamentals of client / server architecture	K1
CO2	To understand the concepts of visual basic	K2
CO3	To apply the procedures and functions to create application software	K3
CO4	To analyse the data access objects and generate data reports	K4
CO5	To evaluate and apply the knowledge in to data designing and report generation for business world	K5

Mapping

PO /PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO										
CO1	M	H	L	M	M	L	H	H	H	H
CO2	M	M	M	H	L	M	M	L	H	M
CO3	M	H	H	M	M	-	M	L	L	H
CO4	M	M	M	H	M	M	H	M	M	L
CO5	H	M	M	H	H	M	M	M	H	M

H-High; M-Medium; L-Low

Unit	Content	Hrs
Unit: I	Client/Server Architecture: Client/Server – Benefits of Client/Server – Downsizing – Upsizing – Right sizing – Client/Server Models – Client/Server Architecture: Technical Architecture – Application Architecture – Two Tier Architecture – Three Tier Architecture OLTP & n Tier Architecture	15
Unit :II	Visual Basic Introduction: Introduction to Visual Basic – Steps in VB Application – Integrated Development Environment (IDE) - Properties, Methods and Events – Event Driven Programming - Variables – Scope of Variables – Constants – Data Types	15
Unit :III	Control Structure & Data Type: Functions – Procedures – Control Structure: If - Select – For – While – Do While - Arrays – User Defined Data Types – Data Type Conversions - Operators – String	15

	Functions – Date and Time Functions	
Unit :IV	Creating and Using Standard Controls: Form, Label, Text box, Command Button, Check Box, Option Button, List Box, Combo Box, Picture Box, Image Controls, Scroll Bars – File List Box - Drive List Box – Directory List Box - Timer Control, Frame, Shape and Line Controls – Control Arrays – Dialog Boxes - Single Document Interface (SDI) – Multiple Document Interface (MDI) – Menus – Menu Editor – Menu Creation	15
Unit :V	Data Controls & Reports: Data Access Objects (DAO) – Accessing and Manipulating Databases – Record set – Methods of Record set – Creating a Record set – Modifying, Deleting Records – Finding Records - Data Report – Data Environment – Report - Designer – Connection Object – Command Object – Section of the Data Report Designer – Data Report Controls	15
Total Contact Hours		75
Pedagogy and Assessment Methods : Power point Presentations, Group discussions, Seminar ,Quiz, Assignment, Experience Discussion, Brain storming, Activity		

Note: *Italics denotes topics for self-study*

Books for Study:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Krishnan, N. N. Saravanan	Visual Basic 6.0 in 30 Days	SciTech Publications (India) Private Limited, 2nd Edition	2001
2	Steven Holzner	VB 6 Programming Black Book	Dream Tech Press, 3rd Edition	2007

Books for Reference:

S.No	Author	Title of Book	Publisher \ Edition	Year of Publication
1	Michael Steporson	Microsoft Visual Basic 2013 Step by Step: Micr Visu Basi 2013	Microsoft Press US; 1st edition	2013
2	Gary Cornell	Visual Basic-6	Tata McGraw Hill, 2nd Edition	2007
3	Michael Halvorson	Microsoft Visual Basic 6.0 Professional	PHI Learning Private Limited, 2nd Edition	2010
4	Thearon Willis, Bryan Newsome	Beginning Microsoft Visual Basic 2008	Wiley India Pvt Ltd (28 May 2008)	2008
5	Jeff Kent	Visual Basic.NET: A Beginner's Guide	McGraw-Hill Education; Annotated edition	2002

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Name: Mrs.R.Visalakshi Signature: <i>R. Visalakshi</i>	Name: Dr.K.Veerakumar Signature: <i>Dr. K. Veerakumar</i>	Name: Prof.K.Srinivasan Signature: <i>K. Srinivasan</i>	Name: Dr.R.Manicka Chezian Signature: <i>Dr. R. Manicka Chezian</i>



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