



VIVEKANANDHA COLLEGE OF ARTS AND SCIENCES FOR WOMEN

[Autonomous]

SPONSORED BY: ANGAMMAL EDUCATIONAL TRUST.

An ISO 9001 : 2008 Certified Institution

Affiliated to Periyar University, Approved by AICTE and

Re-Accredited with 'A' Grade by NAAC

Recognized under section 2(f) and 12(B) Under UGC Act, 1956

Elayampalayam – 637 205. Tiruchengode, Namakkal Dt., Tamil Nadu

VIVEKANANDHA
EDUCATIONAL INSTITUTIONS

1.1 Curriculum Design and Development

1.1.2

Syllabus Revision

**BACHELOR OF BUSINESS ADMINISTRATION
WITH COMPUTER APPLICATIONS**

2016-17

**PG AND RESEARCH DEPARTMENT OF
BUSINESS ADMINISTRATION**

C	SUBJECT CODE	COURSE	SUBJECT TITLE	HR/ WEEK	C	INT	EXT	MARK
I	14U1LT01 11U1LT01	Languages	Tamil or anyone of the Modern or Classical language -I	6	3	25	75	100
	16U1LE01B	Languages	English -I	6	3	25	75	100
	14U1BXC01	Core Course- I	Business Organization	5	4	25	75	100
	14U1BXC02	Core Course- II	Introduction to Computer Technology	5	4	25	75	100
	14U1MAA03	Allied I	Quantitative Techniques - I	6	4	25	75	100
	14U1VE01	Value Education	Yoga	2	2	25	75	100
Total				30	20			600
II	14U2LT02 11U2LT02	Languages	Tamil or anyone of the Modern or Classical language -II	6	3	25	75	100
	16U1LE02B	Languages	English -II	6	3	25	75	100
	14U2BXC03	Core Course- III	Business Management	5	4	25	75	100
	14U2BXC04	Core Course- IV	Digital Computer Fundamentals & C	3	2	25	75	100
	14U2BXCP01	Core Practical I	Programming in C	2	2	40	60	100
	14U2MAA07	Allied II	Quantitative Techniques -II	6	4	25	75	100
	14U2ES01	Value Education	Environmental Studies	2	2	25	75	100
Total				30	20			700
III	14U3BXC05	Core Course V	Financial Accounting	6	4	25	75	100
	14U3BXC06	Core Course VI	Business Communication	6	4	25	75	100
	14U3BXC07	Core Course VII	E-Business	5	4	25	75	100
	14U3BXA01	Allied III	Managerial Economics	5	3	25	75	100
	14U3BXS01	SBEC-1	Self Management	2	2	25	75	100
14U3BXS02	SBEC-2	Practical psychology	2	2	25	75	100	
14U3BXS03	SBEC-3	Principles of Insurance	2	2	25	75	100	
14U3CMN01/ 14U3CCN01	NMEC - I	Taxation - I	2	2	25	75	100	
Total				30	23			800
IV	14U4BXC08	Core Course VIII	Management Accounting	5	5	25	75	100
	14U4BXC09	Core Course IX	Internet & Web Design	5	3	25	75	100
	14U4BXCP02	Core Practical II	Internet & Web Design Practical	4	3	25	75	100

	14U4BXC10	Core Course X	Production & Material Management	4	3	25	75	100
	14U4BXA02	Allied IV	Elements of Business Law	4	3	40	60	100
	14U4BXS04	SBEC-IV	Personality development	2	2	25	75	100
	14U4BXS05	SBEC-V	Skills for Management	2	2	25	75	100
	14U4BXS06	SBEC-VI	In plant Training	2	2	25	75	100
	14U4CMN02/ 14U4CCN02	NMEC – II	Taxation – II	2	2	25	75	100
	Total			30	25			900
	SUBJECT CODE	COURSE	SUBJECT TITLE	HR/ WEEK	C	INT	EXT	MARK
V	14U5BXC11	Core Course XI	Advertising and Salesmanship	5	5	25	75	100
	14U5BXC12	Core Course XII	Marketing Management	5	4	25	75	100
	14U5BXC13	Core Course XIII	Research Methodology	5	4	25	75	100
	14U5BXC14	Core Course XIV	Entrepreneurship Development	5	4	25	75	100
	14U5BXC15	Core Course XV	Multimedia	5	4	25	75	100
	14U5BXE01	Elective I	Service Marketing	5	5	25	75	100
	Total			30	26			500
VI	14U6BXC16	Core Course XVI	Human Resource Management	5	4	25	75	100
	14U6BXC17	Core Course XVII	Financial Management	5	4	25	75	100
	14U6BXC18	Core Course XVIII	Visual Basic	5	4	40	60	100
	14U6BXP03	Core Practical III	Visual Basic Practical	5	4	40	60	100
	14U6BXPR1	Core Course XVII	Project Viva Voce	5	4	25	75	100
		14U6BXE02	Elective II	Global Business	5	5	25	75
	14U6EX01	Extension	Extension Activities		1			
	Total			30	26			500
	Cumulative Total			180	140			4200

DELETION

Subject Code : 14U1BXC01 Semester : I Credit : 4 Hours : 60

BBA (CA)

2015-2016

Core Course – I

BUSINESS ORGANISATION

OBJECTIVE:

To enable the students to understand the forms of business and to manage the business effectively.

UNIT-I

Business: Meaning, Characteristics, Objectives-Importance's and essentials of business. Classifications of business-Growth of various forms of business-Distinction between Business and Profession-Ethics in business.

(12 Hours)

UNIT-II

Accounting for Dissolution of Partnership Firm 8 Lectures Dissolution of the Partnership Firm Including Insolvency of partners, sale to a limited company and piecemeal distribution.

(12 Hours)

UNIT-III.

The process of management Planning: Decision- making, Strategy formulation, Organizing: Basic Considerations, Departmentation- Functional, Project Matrix and Networks; Delegation and Decentralisation of Authority; Dynamics of Group Behaviour.

(12 Hours)

UNIT-IV

Conceptual framework of marketing management, Financial Management and Human Resource Management

(12 Hours)

UNIT-V

Stock Exchange – Meaning and Definition- Characteristics-Functions – Workings – Services –Limitations- Chamber of Commerce-Organization Structure-Functions.

(12 Hours)

Text Book :

1. Bhusan . K. - Fundamental of Business Organization &Management, Sultan Chand, 6th Edition.
- 2.C.B.Gupta. - Management and Organisation, Sultan Chand, 2012, 5th Edition.
- 3.Louis A.Allen - Management and Organisation, Sultan Chand,M.C Grawhill, 5th Edition, 2013

Reference: Books :

1. PradashJagadesh-Business Organisation and Management, Sultan Chand &Sons,5th Edition,2009
- 2 C.B.Gupta-Business Organisation and Management ,Sultan Chand & Sons, 5th Edition 2008
3. Basu -Business Organisation and Management ,S.Chand,4th Edition, 2009

Content Beyond the syllabus

- 1.Growth of Multinational Companies
2. Practical Exposure in Stock Exchange



HOD

PG Department of Management Studies
Vivekananda College of Arts and Sciences
for Women (Autonomous),
Elayampalayam, Tiruchennai-637 205

ADDITION

Subject Code : 14U1BXC01 Semester : I Credit : 4 Hours : 60

BBA (CA)

2016-2017

Core Course – I

BUSINESS ORGANISATION

OBJECTIVE:

To enable the students to understand the forms of business and to manage the business effectively.

UNIT-I

Business: Meaning, Characteristics, Objectives-Importance's and essentials of business. Classifications of business-Growth of various forms of business-Distinction between Business and Profession-Ethics in business. (12 Hours)

UNIT-II

20%

Forms of Business Organizations- Soletradeship-Joint Hindu Family Business-Partnership-Joint stock companies-Co-operative societies-

(12 Hours)

UNIT-III.

20%

Location of industry-Importance of location _Factors of location-size and scale of operations-Advantages of Large scale operations-Industrial estates and District Industries centers.

(12 Hours)

UNIT-IV

20%

Organizational Structure – Functional areas of business and their operations – activities of different functions formal and informal organizations – principles of organization.

(12 Hours)

UNIT-V

Stock Exchange – Meaning and Definition- Characteristics-Functions – Workings – Services –Limitations- Chamber of Commerce-Organization Structure-Functions.

(12 Hours)

Text Book :

1. Bhusan . K. - Fundamental of Business Organization &Management, Sultan Chand, 6th Edition.
- 2.C.B.Gupta. - Management and Organisation, Sultan Chand, 2012, 5th Edition.
- 3.Louis A.Allen - Management and Organisation, Sultan Chand,M.C Grawhill, 5th Edition, 2013

Reference: Books :

1. PradashJagadesh-Business Organisation and Management, Sultan Chand &Sons,5th Edition,2009
- 2 C.B.Gupta-Business Organisation and Management ,Sultan Chand & Sons, 5th Edition 2008
3. Basu -Business Organisation and Management ,S.Chand,4th Edition, 2009

Content Beyond the syllabus

- 1.Growth of Multinational Companies
2. Practical Exposure in Stock Exchange

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DELETION

Subject code : 14U1MAA03 Semester : I Credit : 4 Hours : 60

BBA (CA)

2015-2016

Allied – I

QUANTITATIVE TECHNIQUES – I

OBJECTIVE:

To enable the students to understand the concepts in Operation Research and Correlation methods.

UNIT I

Definition of Statistics, Characteristics, Functions, Importance, Limitations and Types of Statistics, Uses of Statistics in Functional Areas of Management, Introduction to Sampling.

(12 Hours)

UNIT II

Measures of Central Tendency and Dispersion. Average-Concept, Types, Mathematical Averages-Arithmetic, Geometric, and Harmonic mean, Position and Locational Averages, Median, Mode.

(12 Hours)

UNIT III

Statistics – Introduction – Definition – Limitations, Collection of data – Classification and Tabulation – Diagrammatic and graphical representation of data – Measures of Central Tendency – Mean, Median, Mode, Geometric Mean & Harmonic Mean.

(12 Hours)

UNIT IV

Time Series-Introduction, Objectives of Time Series, Identification of Trend, Variation in Time Series Secular Variation, Cyclical Variation, Seasonal Variation, and Irregular Variation, Methods of Estimating Trend, Choosing Appropriate Forecasting Model.

(12 Hours)

UNIT V

Classical and Axiomatic Approaches, Basic Theorems- Addition, Multiplication- Conditional and Bayes Theorem, Random variables and concept of Probability Distribution. Theoretical Probability Distributions: Binomial, Poisson, and Normal, Exponential Distribution and its problems.

(12 Hours)

TEXT BOOK

1. Operations Research by V.K. Kapoor – S.Chand & company Ltd- Revised Edition 2009
2. Statistics by R.S.N. Pillai & V. Bagavathi – S.Chand & company Ltd- Reprint 2008

REFERENCE BOOKS:

1. Operations Research by Premkumar Gupta, DS Hira – S.Chand & company Ltd- Revised 2nd Edition 2009
2. Operations Research by S. Kalavathy – Vikas Publishing House- 2nd Edition Reprint 2008
3. Introduction to Operations Research by P.R. Vittal – Margham publications- 2nd Edition, New Print-2010

Content Beyond the syllabus

1. simple interest
2. Compound interest

HOD

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Subject code : 14U1MAA03 Semester : I Credit : 4 Hours : 60

BBA (CA)

2016-2017

Allied – I

QUANTITATIVE TECHNIQUES – I

OBJECTIVE:

To enable the students to understand the concepts in Operation Research and Correlation methods.

UNIT I

20%

Introduction to Operations Research – Meaning – Definition – Characteristics – Phase of OR – OR in Management – OR in Decision making – Limitations.

(12 Hours)UNIT II

20%

Linear Programming – Introduction – Definition – Formulation of LPP – Graphical method of solution. Simplex Method (Simple Problem). **(12 Hours)**

UNIT III

Statistics – Introduction – Definition – Limitations, Collection of data – Classification and Tabulation – Diagrammatic and graphical representation of data – Measures of Central Tendency – Mean, Median, Mode, Geometric Mean & Harmonic Mean.

(12 Hours)

UNIT IV

20%

Measures of Dispersion – Range, Quartile deviation, Mean deviation, Standard deviation, and Co-efficient of Variation – Time series – Components of Time series.

(12 Hours)

20%

UNIT V

Correlation – Meaning – Various types of correlation – Scatter Diagram – Karl Pearson Co-efficient of correlation – Rank correlation, Regression – Regression lines – Regression Co-efficient.

(12 Hours)

TEXT BOOK

1. Operations Research by V.K. Kapoor – S.Chand& company Ltd- Revised Edition 2009
2. Statistics by R.S.N. Pillai & V. Bagavathi – S.Chand& company Ltd- Reprint 2008

REFERENCE BOOKS:

1. Operations Research by Premkumar Gupta, DS Hira – S.Chand& company Ltd- Revised 2nd Edition 2009
2. Operations Research by S. Kalavathy – Vikas Publishing House- 2nd Edition Reprint 2008
3. Introduction to Operations Research by P.R. Vittal – Margham publications- 2nd Edition, New Print-2010

Content Beyond the syllabus

1. simple interest
2. Compound interest

HOD

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DELETION

Subject code : 14U2BXC03 Semester : II Credit : 4 Hours : 60

BBA (CA)

2015-2016

Core Course – III

BUSINESS MANAGEMENT

OBJECTIVE:

To enable the students to understand the major concepts of planning, organizing, directing and controlling.

UNIT – I

Management : Meaning – Importance – Management and Administration-Levels of Management- Functions of management- Development Management thoughts – Contributions of F.W. Taylor, Henry Fayol and Elton Mayo.

(12 Hours)

UNIT – II

Concepts and Definitions of Small Scale Industries (SSIs) – Role of SSIs – Government Policy and Development of SSIs – Growth and Performance – SSI Sector and Committee Report – Reservation of items for SSI

(12 Hours)

UNIT – III

Central, State and Other Institutional Support for SSI – Technological Upgradation and Institutional facility for SSI – Incentives and Subsidies for SSI.

(12 Hours)

UNIT – IV

Production Management – Financial Management – Marketing Management – Strategic Management – Personal Management – and Office Management in Small Business Enterprises.

(12 Hours)

UNIT – V

Small Enterprises in International Business – Export Documents and Procedures for Small Enterprises – E-commerce and Small Enterprises – Exposure and Observation Visit: Poultry, Sericulture, Courier, Cell Phone Sales and Service, Dairy, Mushroom Cultivation, Ornamental Pottery, Dying Unit, Power loom and Handloom, Blood Bank

(12 Hours)

TEXT BOOKS :

1. Gupta C.B. - Business Management, Sultan Chand & Sons, Revised Edition 2009
2. Robbins S.R. - Management, Prentice Hall-2012, 11th Edition

REFERENCE BOOKS

1. Harold Koontz
And O'Donnel - Essentials of Management, McGrawHill-2009,
2. Dinkar Pagare - Business Management, Sultan Chand & Sons-2008
3. Tripathi P.C. and
Reddy P.N - Principles of Management, TMH-2009, 4th Edition
4. Prasad L.M. - Principles and Practices of Management, Sultan Chand & Sons, 2008, 3rd Edition

Content Beyond the Syllabus

1. Developing Career Plan
2. Difference between Political and Administrative Leader
3. Benefits of Team work



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Subject code : 14U2BXC03 Semester : II Credit : 4 Hours : 60

BBA (CA)

2016-2017

Core Course – III

BUSINESS MANAGEMENT

OBJECTIVE:

To enable the students to understand the major concepts of planning, organizing, directing and controlling.

UNIT – I

Management : Meaning – Importance – Management and Administration- Levels of Management- Functions of management- Development Management thoughts – Contributions of F.W. Taylor, Henry Fayol and Elton Mayo.

(12 Hours)

UNIT – II

Planning : Nature- Characteristics and importance- - Purpose – steps – types – merits and demerits of planning – decision making – M.B.O- objectives – Concept of M.B.O – Steps- Benefits and Weakness of M.B.O. **(12 Hours)**

UNIT – III

Organizing: Nature – purpose- types of organization structure –span of control – use of staff units and committees –Power- Authority – Responsibility – Delegation –Centralization Vs Decentralization. Staffing: Nature and Purpose of Staffing – Components of staffing. **(12Hours)**

UNIT – IV

Directing : Elements and Principles of Direction –Characteristics-Functions of Leader- Leadership Styles – Theories of Leadership- Characteristics of leaders and Management –Management Styles Theories –Motivation– Characteristics- Theories of Motivation (Maslow need Hierarchy Theory, Herzberg theory).

(12 Hours)

UNIT – V

Controlling: meaning – Elements and significance – steps in control process-
Effective Control- Techniques of control. Coordinating: Need – principles –
approaches to achieve effective co-ordination.

(12 Hours)

TEXT BOOKS :

1. Gupta C.B. - Business Management, Sultan Chand & Sons, Revised Edition 2009
2. Robbins S.R. - Management ,Prentice Hall-2012, 11th Edition

REFERENCE BOOKS

1. Harold Koontz
And O'Donnel - Essentials of Management, McGrawHill-2009,
2. Dinkar Pagare - Business Management, Sultan Chand & Sons-2008
3. Tripathi P.C. and
Reddy P.N - Principles of Management, TMH-2009, 4th Edition
4. Prasad L.M. - Principles and Practices of Management , Sultan Chand & Sons, 2008, 3rd Edition

Content Beyond the Syllabus

1. Developing Career Plan
2. Difference between Political and Administrative Leader
3. Benefits of Team work

HOD

PG Department of Management Studies
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Subject code : 14U3BXC05 Semester : III Credit : 5Hours :60

BBA (CA)

2015-2016

Core Course – V

FINANCIAL ACCOUNTING

OBJECTIVE:

On successful completion of this course, the students should have understood. The basic accounting concepts Double entry book keeping system and various books of accounts Preparation of final accounts, etc.

UNIT – I

Accounting – Meaning and Definition – Scope of Accounting - Uses of Accounting - Double entry system of Book keeping – Differences between Book Keeping and Accounting – Limitations of Accounting - Accounting Concepts.

(12 Hours)

UNIT – II

Introduction, Conceptual framework, Recording of transactions, Preparation of final accounts, Introduction to Final accounts, Foreign Branch

(12 Hours)

UNIT – III

Nature of Management, Evolution of Management Thought, Functions of Management, Strategic Management

(12 Hours)

UNIT – IV

Directing : Elements and Principles of Direction –Characteristics-Functions of Leader- Leadership Styles – Theories of Leadership- Characteristics of leaders and Management –Management Styles Theories -Motivation– Characteristics-Theories of Motivation (Maslow need Hierarchy Theory, Herzberg theory).

(12 Hours)

UNIT – V

Computers, Hardware & software, System Concept, Operating System and Services in O.S., Introduction To R.D.B.M.S, Basic concepts of networking and Date Communication

(12 Hours)

TEXT BOOK:

1. Financial Accounting – S.P Jain & K. L Narang, Kalyani Publications, 2008, 3rd Edition.

Reference books:

1. Financial Accounting -Reddy and Moorthy, Kalyani Publications, 2008, 2nd Edition
2. Financial Accounting - Shukla& Grewal, Chand & Company, 2008., 2nd Edition

Content Beyond the Syllabus

- 1.Financial Accounting in Tally.
- 2.Accounts in daily life 3.practical training in preparation of Final Accounts



HOD

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Subject code : 14U3BXC05 Semester : III Credit : 5Hours :60

BBA (CA)

2016-2017

Core Course – V

FINANCIAL ACCOUNTING

OBJECTIVE:

On successful completion of this course, the students should have understood. The basic accounting concepts Double entry book keeping system and various books of accounts Preparation of final accounts, etc.

UNIT – I

Accounting – Meaning and Definition – Scope of Accounting - Uses of Accounting - Double entry system of Book keeping – Differences between Book Keeping and Accounting – Limitations of Accounting - Accounting Concepts.

(10 Hours)

UNIT – II

20%

Types of Accounts – Rules for preparing Accounts – Journal – Ledger. Subsidiary Books - Cash book – Meaning Types of Cash Book – Single Column, Double and Three columns Cash Book – Trial Balance – Meaning – Preparation of Trial Balance.

(10 Hours)

UNIT – III

20%

Final Accounts Format – Preparation of Trading Account, Profit and Loss Account and Balance Sheet (Simple Adjustment Only) Average Due Date – Meaning – Purpose of Calculating Average Due Date with Simple Problems only.

(16 Hours)

UNIT – IV

20%

Single Entry System – Meaning – Features of Single Entry System – Difference between Single Entry System and Double Entry System – Preparation of Accounts – Net Worth method – Conversion method (Simple Problems only).

(10 Hours)

UNIT – V

Depreciation – Meaning, Definition – Importance of providing Depreciation – Defects of Depreciation – Method of calculating Depreciation – Straight line method – Written down value method Bank Reconciliation Statement, Meaning – Purpose of Preparing Bank Reconciliation Statement – Reason for Differences

(14 Hours)

TEXT BOOK:

1. Financial Accounting – S.P Jain & K. L Narang, Kalyani Publications, 2008, 3rd Edition.

Reference books:

1. Financial Accounting –Reddy and Moorthy, Kalyani Publications, 2008, 2nd Edition
2. Financial Accounting - Shukla& Grewal, Chand & Company, 2008., 2nd Edition

Content Beyond the Syllabus

1. Financial Accounting in Tally.
2. Accounts in daily life 3. practical training in preparation of Final Accounts

**HOD**

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DELETION

Subject code : 14U3BXC07 Semester : III Credit : 4 Hours :60

BBA (CA)

2015-2016

Core Course – VII

E –BUSINESS

OBJECTIVE:

On successful completion of this course, the students will gain knowledge about business transactions through internet.

UNIT- I

Introduction to E-Business and E-Commerce:- Define the e-Commerce and e-Business, Define e-Commerce Types of EC transactions. Define e-Business Models. Internet Marketing and e-Tailing. Elements of e-Business Models. Explain the benefits and limitations of e-Commerce.

(12 Hours)

UNIT-II

E-Marketplaces: Structures, Mechanisms, Economics, & impacts:- Define e-Marketplace and Describe their Functions. Explain e-Marketplace types and their features. Describe the various types of auctions and list their characteristics. Discuss the benefits, limitations and impacts of auctions. E-Commerce in the wireless environment. Competition in the DE and impact on industry.

(12 Hours)

UNIT-III

E-Business applications, E-Procurement and E- Payment Systems:- Integration and e-Business suits. ERP, e-SCM, CRM, E-Payment. E-Procurement definition, processes, methods and benefits. Discuss the categories and users of smart cards. Describe payment methods in B2B EC.

(12 Hours)

UNIT-IV

E-Learning and Online Education:- Define electronic learning. Discuss the benefits and drawbacks of e-Learning. The e-Learning Industry. Discuss e-Content development and tools. Describe the major technologies used in e-Learning. Discuss the different approaches for e-Learning delivery. How e-Learning can be evaluated.

(12 Hours)

UNIT-V

Risk Management - Business Continuity Planning- Business Records Management-Network and Web Site Security- Security Audits and Penetration Testing.

(12 Hours)

TEXT BOOK

1. **“Creating a Winning E-BUSINESS”**, H.Albert Napier, Ollie Rivers Stuart Wagner, JB Napier, Second Edition.

REFERENCE BOOK

1. **“Realizing E-Business with Application Service Provider”**, Louis Columbus, The Technical Validation Group, BPB Publications.

2. **“E-Business and E-commerce Infrastructure”** , Abhijit Chaudhury, Jean Pierre Kuilboer, Mc-Graw Hill.

Content Beyond the Syllabus

- 1.Desktop publishing
- 2.Threats
- 3.Firewall

HOD

PG Department of Management Studies
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ADDITION

Subject code :14U3BXC07 Semester : III Credit : 4 Hours :60

BBA (CA)

2016-2017

Core Course – VII

E –BUSINESS

OBJECTIVE:

On successful completion of this course, the students will gain knowledge about business transactions through internet.

UNIT- I

20%

E-Business basics-The Internet and World Wide Web-E-Business and Global Economy-E-Business Models-The entrepreneur and the Entrepreneurial Process-Factors Affecting E-Business Success.

(12 Hours)

UNIT-II

20%

Business Plan Organization-Startup Financing-Pitching Your Business to Investors-Business Incubators-Startup and Operational Challenges-Legal Issues-Electronic Payment Methods- E-Business Technologies.

(12Hours)

UNIT-III

20%

Marketing Mix-Building Your Brand-Market Research-Creating a Marketing Plan-Marketing Tools-Online Affiliate Marketing Programs-Affiliate Tracking Systems-Affiliate Marketing Risks and Challenges.

(12Hours)

UNIT-IV

20%

Web Site Planning Process-Web Site Organization-Useful and Attractive Web Pages-Web Web Design Outsourcing-Web Site and Page Development Tools.

(12 Hours)

UNIT-V

Risk Management - Business Continuity Planning- Business Records Management- Network and Web Site Security- Security Audits and Penetration Testing.

(12 Hours)

TEXT BOOK

1. **“Creating a Winning E-BUSINESS”**, H.Albert Napier, Ollie Rivers Stuart Wagner, JB Napier, Second Edition.

REFERENCE BOOK

1. **“Realizing E-Business with Application Service Provider”**, Louis Columbus, The Technical Validation Group, BPB Publications.

2. **“E-Business and E-commerce Infrastructure”** , Abhijit Chaudhury, Jean Pierre Kuilboer, Mc-Graw Hill.

Content Beyond the Syllabus

1.Desktop publishing

2.Threats

3.Firewalls

HOD

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DELETION

Subject code : 14U3BXA01

Semester : III

Credit : 3Hours : 50

BBA (CA)

2015-2016

**ALLIED-III
MANGERIAL ECONOMICS**

OBJECTIVE:

On successful completion of this course, the students should have understood the objectives of business firms, Factors of production and BEP Analysis Types of competitions and price administration.

UNIT I

Managerial Economics: Meaning- Definitions-Characteristics- Nature and scope of Managerial Economics-Uses of Managerial Economics- Functions - Decision Making and Forward Planning in economics - Roles and responsibilities of Managerial Economist.

(10 Hours)

UNIT II

Demand and Supply Analysis: Demand, Generalized Demand Function, The law of demand, Shift and movement along demand curve, Elasticity of demand: Price, Income and Cross Price elasticity of demand, Demand Estimation: Basic concepts , Supply, Generalized supply function,

(10 Hours)

UNIT III

Cost & Production Analysis: Production in the short run, Total product, Average and marginal products, Law of diminishing marginal product, Production in the long run, Production isoquants, Characteristics of isoquants, Marginal rate of technical substitution, Isocost curves, Finding the optimal combination of inputs.

(10 Hours)

UNIT IV

Managerial Decisions in Competitive Markets Features of perfect competition, Profit maximization in the short run, Profit maximization in the long run, Managerial decisions for firms with market power, Measurement of market power: The Lerner Index, Determinants of the market power: Economies of scale, Barriers created by government

(10 Hours)

UNIT V

Market Failures and Price Regulations: Market failures and need for regulation, Regulations and market structure, Firm behavior, Price regulation

(10 Hours)

TEXT BOOK:

1. Managerial Economics, R.L. Varshney and K.L. Maheshwari, Sultan Chand & Sons 2nd Edition

REFERENCE BOOK:

1. Managerial Economics- R.L. Varshney & K.L. Maheshwari, 2nd Edition, Sultan Chand & Sons.

Content Beyond the Syllabus

1. Law of marginal utility
2. Diminishing utility
3. Determination of value of currency.

HOD

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Subject code :14U3BXA01 Semester : III Credit : 3Hours : 50

BBA (CA)

2016-2017

**ALLIED-III
MANGERIAL ECONOMICS**

OBJECTIVE:

On successful completion of this course, the students should have understood the objectives of business firms, Factors of production and BEP Analysis Types of competitions and price administration.

UNIT I

Managerial Economics: Meaning- Definitions-Characteristics- Nature and scope of Managerial Economics-Uses of Managerial Economics- Functions - Decision Making and Forward Planning in economics - Roles and responsibilities of Managerial Economist.

(10 Hours)

UNIT II

20%

Demand Analysis: Meaning- Definitions-Law of demand-Characteristics- Exception to the law of demand- Types-Price- Income, Gross-Elasticity of Demand - Demand Forecasting - Methods of Demand Forecasting.

(10 Hours)

UNIT III

20%

Production Function: Law of Variable Proportion –Laws of returns to scale –Cost analysis-cost concepts-classification-cost output relationship in the short turn and long run-Break Even Analysis.

(10 Hours)

UNIT IV

20%

Market Structures – Perfect Competition – Imperfect Competition - Characteristics-Features-Price discrimination under Perfect Competition-Monopoly – Monopolistic Competition – Price Discrimination -Duopoly-Oligopoly – Pricing policies- Objectives - Pricing Methods. (10 Hours)

UNIT V

20%

National Income: Meaning-Definition - Concepts of National Income - Methods of Calculating on of National Income. Business Cycle- Phases of Business Cycle - Causes of Business Cycle – Inflation – Types – Causes – Effects. (10 Hours)

TEXT BOOK:

1. Managerial Economics, R.L. Varshney and K.L. Maheshwari, Sultan Chand & Sons 2nd Edition

REFERENCE BOOK:

1. Managerial Economics- R.L. Varshney & K.L. Maheshwari, 2nd Edition, Sultan Chand & Sons.

Content Beyond the Syllabus

1. Law of marginal utility
2. Diminishing utility
3. Determination of value of currency.

HOD

PG Department of Management Studies
Vivekananda College of Arts and Sciences
for Women (Autonomous),
Elayampalayam, Tiruchengode-637 205

DELETION

Subject code: 14U3BXS03

Semester: III

Credit: 2

Hours: 20

BBA CA

2015-2016

SBEC -III

PRINCIPLES OF INSURANCE

OBJECTIVE:

On successful completion of this course, the students should have understood the importance of Insurance which is cover our life and general risks by uncertainties.

UNIT-I

Introduction to Insurance: Meaning and Definition of Insurance – Importance – Objectives - Principles of Insurance -Types of Insurance. **(04 Hours)**

UNIT-II

Life Insurance Business - Fundamental principles of life insurance – Basic features of life insurance contracts - Life insurance products – Traditional and unitlinked policies – Individual and group policies - With and without profit policies – Types of life insurance policies – Term insurance

(04 Hours)

UNIT –III

General Insurance Business - Fundamental principles of general insurance – Fire insurance – Marine insurance – Motor insurance – Personal accident insurance – Liability insurance – Miscellaneous insurance – Claims settlement

(04 Hours)

UNIT-IV

Insurance Regulations in India Insurance Act, 1938 – Summary provisions of Insurance Act, 1938 Insurance Regulatory and Development Authority (IRDA) – Introduction – Purpose, Duties, Powers and functions of IRDA – Operations of IRDA – Insurance policyholders' protection under IRDA – Exposure/Prudential norms.

(04 Hours)

UNIT-V

Basic methods of rate making – Net single premium – Net annual level premium – Premium concepts – Level premium – Basic premium – Office yearly premium – Premium tables – Tabular premium – Rebate – Extra premium – Rider premium – Bonus – Calculation of premium and bonus

(04 Hours)

TEXT BOOK:

1. Practices of Insurance - P.Periasamy, Himalaya Publications, 3rd Edition, New Delhi, 2008.

REFERENCE BOOKS

1. Insurance Principles and Practices - M.N.Mishra, S.Chand & Company Ltd., New Delhi, 2007 2nd Edition

2. Principles and Practices of Insurance - G.S.Panda, Kalyani Publishers, Chennai, 2008, 2nd Edition.

3. Elements of Insurance - A. Moorthy, Margham Publication, Chennai, 2009, 2nd Edition

Content beyond the syllabus

1. Filling up of Insurance Forms

2. Playing the role of Insurance agent

3. Difference between LIC, Marine, Fire and General Insurance

HOD

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Vivekananda College of Arts and Sciences
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Elayampalayam, Tiruchennai, 637 205

ADDITION

Subject code: 14U3BXS03 Semester: III Credit: 2 Hours: 20

BBA CA

2016-2017

SBEC -III

PRINCIPLES OF INSURANCE

OBJECTIVE:

On successful completion of this course, the students should have understood the importance of Insurance which is cover our life and general risks by uncertainties.

UNIT-I

Introduction to Insurance: Meaning and Definition of Insurance – Importance – Objectives - Principles of Insurance -Types of Insurance. **(04 Hours)**

UNIT-II

LIC- Features of Life Insurance – Principles of Life Assurance – Assignment and Nominations – Lapses and Revivals – Surrender Values and Loans – Claims – Double Insurance. **(04 Hours)**

20%

UNIT -III

Fire Insurance-Principles of Fire Insurance – Nature – Uses - Types of Fire Policy: Specific Policy, Valued Policy, Average Policy, Floating Policy, Replacement Policy, Comprehensive Policy – Fire Wastes.

20%

(04 Hours)

UNIT-IV

Marine Insurance – Meaning – Principles - Type of Policy : Fire Insurance : Valued Policy, Open Policy, Voyage Policy, Time Policy, Mixed Policy and Floating Policy - Marine Losses and Claims.

20%

(04 Hours)

UNIT-V

Miscellaneous Forms of Insurance – Fidelity Guarantee Insurance, Crop Insurance, Third Party Insurance, Health Insurance, Personal accident Insurance and Motor Insurance. (04 Hours)

20%

TEXT BOOK:

1. Practices of Insurance - P.Periasamy, Himalaya Publications, 3rd Edition,
New Delhi, 2008.

REFERENCE BOOKS

1. Insurance Principles and Practices - M.N.Mishra, S.Chand & Company Ltd., New Delhi, 2007
2nd Edition
2. Principles and Practices of Insurance - G.S.Panda, Kalyani Publishers, Chennai, 2008, 2nd Edition.
3. Elements of Insurance - A. Moorthy, Margham Publication, Chennai, 2009, 2nd Edition

Content beyond the syllabus

1. Filling up of Insurance Forms
2. Playing the role of Insurance agent
3. Difference between LIC, Marine, Fire and General Insurance

HOD

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2015 -2016

DELETION

Subject code: 14U4BXS04

Semester: IV

Credit: 2 Hours: 20

BBA

SBEC - IV

PERSONALITY DEVELOPMENT

OBJECTIVE: The main objective of this course is to develop the personality behavior of a person.

UNIT-1

Personality – Meaning, importance, factors affective personality, traits of personality. **(04 Hours)**

UNIT-2

Attitude - Concept - Significance - Factors affecting attitudes - Positive attitude – Advantages – Negative attitude- Disadvantages **(04 Hours)**

UNIT-3

Term self-esteem - Symptoms - Advantages - Do's and Don'ts to develop positive self-esteem – Low self-esteem - Symptoms - Personality having low self esteem

(04 Hours)

UNIT-4

Body language - Problem-solving - Conflict and Stress Management - Decision-making skills - Leadership and qualities of a successful leader

(04 Hours)

UNIT-5

Resume building- The art of participating in Group Discussion – Facing the Personal (HR & Technical) Interview

(04 Hours)

TEXT BOOK:

1. L.M. Prasad, Organisational Behaviour – Sultan chand publications.

REFERENCE BOOK:

1. Hand book manual prepared by Business Administration Department.



HOD

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Vivekananda College of Arts and Sciences
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ADDITION

2016-2017

Subject code: 14U4BXS04 Semester: IV Credit: 2 Hours: 20

BBA

SBEC - IV

PERSONALITY DEVELOPMENT

OBJECTIVE: The main objective of this course is to develop the personality behavior of a person.

UNIT-1

Personality – Meaning, importance, factors affective personality, traits of personality. **(04 Hours)**

UNIT-2

Values – meaning, importance, qualities, formation of values- types of values.

(04 Hours)

20%

UNIT-3

Interpersonal Skill: Meaning, Importance, Element, Improving Interpersonal Skills.

(04 Hours)

20%

UNIT-4

Conflict Management-Type of conflict- Ways of Resolving Conflict.

(04 Hours)

20%

UNIT-5

Transactional analysis-meaning, importance, types complementary, contradictory, ulterior

(04 Hours)

20%

TEXT BOOK:


2. L.M. Prasad, Organisational Behaviour – Sultan chand publications.

REFERENCE BOOK:

2. Hand book manual prepared by Business Administration Department.



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