



VIVEKANANDHA COLLEGE OF ARTS AND SCIENCES FOR WOMEN

[Autonomous]

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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
2017-2018**

**PG AND RESEARCH DEPARTMENT OF
BUSINESS ADMINISTRATION**

B.B.A.(CA) UNDER GRADUATE COURSES - 2017-18 onwards Vivekanandha College of Arts & Sciences for women (Autonomous) For the students admitted from the academic year 2017-18 and onwards.

SE M	SUBJECT CODE	COURSE	SUBJECT TITLE	HR/ WEEK	C	INT	EXT	MA RK
I	17U1LT01	Languages	Tamil or anyone of the Modern or Classical language -I	4	3	25	75	100
	17U1LE01	Languages	English –I	4	3	25	75	100
	17U1BXC01	Core Course- I	Business Organization	6	5	25	75	100
	17U1BXC02	Core Course- II	Introduction to Computer Technology	6	5	25	75	100
	17U2BXCP01	Core Practical I	Ms Office Practical	6	5	25	75	100
	17U1MAA02		Statistics for management					
	17U1VE01	Value Education	Yoga	2	2	25	75	100
			Library	1				
			Sports	1				
	Total			30	23			600
II	17U2LT02	Languages	Tamil or anyone of the Modern or Classical language –II	4	3	25	75	100
	17U2LE02	Languages	English –II	4	3	25	75	100
	17U2BXC03	Core Course- III	Principles of Management	5	4	25	75	100
	17U2BXC04	Core Course- IV	Programming in C	5	4	25	75	100
	17U2BXCP02		Business practical	3	2	40	60	100
	17U2MAA05	Allied II	Operation Research	5	4	25	75	100
	17U2ES01	Value Education	Environmental Studies	2	2	25	75	100
			Library	1				
			Sports	1				
	Total			30	22			700
III	17U3BXC05	Core Course V	Financial Accounting	5	4	25	75	100
	17U3BXC06	Core Course VI	Business Communication	5	4	25	75	100
	17U3BXC07	Core Course VII	Entrepreneurship Development	5	4	25	75	100
	17U3BXC08	Core Course VIII	Internet and Web Design	3	2	25	75	100
	17U2BXCP03	Core Practical I	Internet and Web Design Practical	3	2	40	60	100

	17U3BXA01	Allied III	Economics for Executives	5	4	25	75	100
	17U3BXS01	SBEC-I	Practical Psychology	2	2	40	60	100
			Library	1				
			Sports	1				
	Total			30	22			600
IV	17U4BXC09	Core Course IX	Management Accounting	6	5	25	75	100
	17U4BXC11	Core Course X	Organizational behaviour	5	4	25	75	100
	17U4BXC10	Core Course XI	Production & Material Management	5	4	25	75	100
	17U4MAA03	Allied IV	Quantitative aptitude for Competitive Exams	6	5	25	75	100
	17U4BXS02	SBEC-II	In plant training	2	2	40	40	100
	17U4BXC12		Business Tally					
	17U4BXCP04		Practical business Tally					
	17U4BXS02		Inplant Training					
			Library	1				
			Sports	1				
	Total			30	23			600
V	17U5BXC13	Core Course XII	Advertising And Salesmanship	5	4	25	75	100
	17U5BXC14	Core Course XIII	Marketing Management	5	4	25	75	100
	17U5BXC15	Core Course XIV	Research Methodology	5	4	25	75	100
	17U5BXC16	Core Course XV	Multimedia and its Packages	4	3	25	75	100
	17U4BXCP05	Core Practical III	Multimedia and its Packages Practical	2	2	25	75	100
	17U5BXE01	Elective I	Service Marketing	4	3	25	75	100
	17U5BXN01		Brand Management					
	17U5BXS03	SBECIII	Campus to Corporate	2	2	25	75	100
		Library	1					
	Total			30	25			700
VI	17U6BXC17	Core Course XVI	Human Resource Management	5	4	25	75	100

17U6BXC18		Consumer behaviour						
17U6BXC19	Core Course XVII	Visual Basic	5	4	40	60	100	
17U6BXCP06	Core Practical III	Visual Basic Practical	5	4	40	60	100	
17U6BXPR1	Core Course XVII	Project Viva Voce	5	4	25	75	100	
17U6BXE02	Elective II	Global Business	5	5	25	75	100	
17U6BXS04	SBEC IV	Softskills for managers	2	2			100	
17U6BXN02	NMEC-II	Disaster Management	2	2			100	
17U6EX01	Extension	Extension Activities		1				
		Library	1					
Total			30	26			600	
Cumulative Total			180	140			3800	

Following are the Electives subject given below:

LIST OF ELECTIVE PAPERS (COLLEGES CAN CHOOSE ANY ONE OF THE PAPER AS ELECTIVES)		
ELECTIVE I	1	SERVICES MARKETING
	2	CUSTOMER RELATIONSHIP MANAGEMENT
	3	MODERN OFFICE MANAGEMENT
ELECTIVE II	4	GLOBAL BUSINESS
	5	CONSUMER BEHAVIOUR
	6	FINANCIAL INSTITUTIONS AND SERVICES

2016-2017

Subject code : 11U1BXC02

Semester : I

Credit : 4 Hours : 60

BBA (CA)

Core Course - II

INTRODUCTION TO COMPUTER TECHNOLOGY

OBJECTIVE:

To enable the students to understand the information technology and number system.

UNIT-I

Introduction to Information Technology: Introduction-Defining Information Technology-Information Technology in Society-State of IT Careers.

(12 Hours)

UNIT-II

CPU scheduling, goals of scheduling, CPU scheduling algorithms: FCFS, SJF, SRTF, RR, Priority based. Inter-process communication: process cooperation and synchronization, race condition, critical section, mutual exclusion and implementation, semaphores, classical inter-process communication problems

(13 Hours)

UNIT-III

Deadlocks: System Model, deadlock characterization-necessary conditions, resource allocation graph (RAG), methods for handling deadlock-deadlock avoidance, deadlock detection, deadlock prevention, recovery from deadlock

(10 Hours)

UNIT-IV

Memory management techniques-contiguous and non-contiguous, paging and segmentation, translation look aside buffer (TLB) and overheads

(13Hours)

UNIT-V

Virtual memory and demand paging, page faults, page replacement algorithms, thrashing and working set model.

(12Hours)

TEXT BOOK

1. Introduction to Computer Technology, PelinAksoy,LauraDeNardis, Cengage Learning India Private Limited, 1st Edition, First Reprint 2008.

REFERENCE BOOK

1. Introduction to Computer Technology, V.Rajaraman, 2nd Edition ,PHI Learning Private Limited 2009.

Content Beyond the syllabus

1. Network Security
2. Internet protocols
3. WWW



HOD

PG Department of Management Studies
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Elayampalayam, Tiruchengode-637 205

ADDITION

2017-2018

Subject code : 17U1BXC02

Semester : I

Credit : 4

Hours : 60

BBA (CA)

Core Course - II

INTRODUCTION TO COMPUTER TECHNOLOGY

OBJECTIVE:

To enable the students to understand the information technology and number system.

UNIT I

Introduction to Information Technology: Introduction-Defining Information Technology-Information Technology in Society-State of IT Careers.

(12 Hours)

UNIT II

Fundamentals of Computers: Computer Definition-Fundamentals Components of Computer-Software: Definition-Programming languages-Types of Software-Software development Process.

20%

(12 Hours)

UNIT III

Number system: Introduction – Decimal, Binary, Octal, Hexadecimal number system - conversion of one to another number systems – Complements number systems – Signed and Unsigned number representation – Fixed point representation of numbers, Floating – point representation of numbers – Binary Coded Decimal – Gray Code – Excess -3 Code – ASCII Code – EBCDIC Code.

20%

(12 Hours)

UNIT IV

Computer Networking: Introduction-Types of Network-Communication Protocols: Need for Protocols-Organization that set standards.

20%

(12 Hours)

UNITV

Internet : Internet- Architecture : Introduction-History-Internet Architectural components-Naming computers connected to Internet-Future of Internet technology-Internet Applications.

20%

(12 Hours)

TEXT BOOK:

1. Introduction to Computer Technology, PelinAksoy,LauraDeNardis, Cengage Learning India Private Limited, 1st Edition, First Reprint 2008.

REFERENCE BOOK:

1. Introduction to Computer Technology, V.Rajaraman, 2nd Edition ,PHI Learning Private Limited 2009.

Content Beyond the syllabus

1. Network Security
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3. WWW

**HOD**

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2016-2017

Subject code: 14U4BXC10 Semester: VI Credit: 5 Hours: 60

**BBA
Core Course XVI
PRODUCTION AND MATERIALS MANAGEMENT**

OBJECTIVE:

The main objective of this Course is to give the knowledge about the production management and how to handle the materials.

UNIT-I

Production Management: Nature and Significance of Production Management; Types in manufacturing systems: project, jobbing, batch, line, mass, continuous. Production Models, Automation and its impact Plant location; factors affecting plant location, location theories, Location Models. Gibsonsmodel ,split location and multiplant location

UNIT-II

Inventory Management: Meaning, Definition and Objectives of Inventory management, Types of inventories and cost of inventories. Inventory management and control, process of inventory management and control, Techniques of Inventory Control, Perpetual and periodic inventory systems; Materials Requirement Planning MRP), Just in time system.

UNIT-III

Production Planning & Control: Need and objectives of Production Planning & Control, Techniques of production control, routing, scheduling, dispatching and follow-up. Quality Control: Meaning, Need and objectives of quality control.

UNIT-IV

Management Planning- Techniques of materials planning- Inventory control-meaning and importance- Tools of inventory control- ABC, VED and FSN analysis- EOQ.

UNIT-V

Productivity: Productivity Improvement Techniques: Work Study; Method Study; Work Measurement: Time Study: Stop Watch Time Study; Motion Study Development, Work Sampling. Maintenance: Maintenance Policies for Facilities And Equipment

TEXT BOOK:

1. Production and materials management- Saravanavel. P/ and Sumathi S, MArgham publications, 2006.
2. Materials management – Gopalakrishanan and Sudharesan, PHI, 2008.

REFERENCE BOOKS:

1. Varma, M.M materials management Sultan Chand and sons, 2008, 2nd Edition.
2. Dutta, Integrated material Engineering and Management, 2nd Edition, Dhanapatrai publications, 2007.
3. 3. O.P. Kanna, Industrial Engineering and Management, 2nd Edition Dhanapatrai

CONTENT BEYOND THE SYLLABUS

1. Training in verification of shock.
2. Description of production process
3. Input of materials in the concerned product

**HOD**

PG Department of Management Studies
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2017-2018

Subject code: 17U4BXC10 Semester: VI Credit: 4 Hours: 50

BBA (CA)

Core Course – XI

PRODUCTION & MATERIAL MANAGEMENT

OBJECTIVE:

The main objective of this course is to give the knowledge about the production management and how to handle the materials.

UNIT I

Production Management-Definition-Functions & scope – Plant Location-Factors-Plant Layout principles-Types-Importance. **(10 Hours)**

20%

UNIT II

Production Planning & Control – Principles-Process; Plant maintenance – Types-Maintenance Scheduling. **(10 Hours)**

20%

UNIT III

Materials management-meaning, Definition-Importance-Process-Integrated material Management-concepts-Advantages – Process. **(10 Hours)**

20%

UNIT IV

Management of materials – Techniques of materials planning – Inventory control-meaning & importance-Tools of inventory control – ABC, VED & FSN analysis- EOQ. **(10 Hours)**

UNIT V

Purchasing-procedure-principles-Vendor rating-Vendor Development-Store keeping & materials handling-objectives-Functions-Equipments. **(10 Hours)**

20%

TEXT BOOK :

1. Production & Materials Management - Saravanel .P & Sumathi .S, Margham Publications, 2006.
2. Materials Management - Gopalakrishnan & Sudaresan, PHI, 2008.

REFERENCE BOOKS :

1. Varma, M.M. Materials Management , Sultan chand& sons,2008, 2nd Edition
2. Dutta, Integrated Material Engineering & Management, 2nd Edition, Dhanpatrai Publications, 2007.
- 3.O.P. Kanna, Industrial Engineering & Management, 2nd Edition Dhanpatrai

Content beyond the Syllabus

1. Training in verification of stock
2. Description of Production Process
3. Input of materials in the concerned Product

**HOD**

PG Department of Management Studies
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DELETION

2016-2017

Subject code: 14U5BXC11 Semester: V Credit: 5 Hours: 60

BBA CA

ADVERTISEMENT AND SALESMANSHIP

OBJECTIVE:

On successful completion of this course, the students will get an in depth knowledge on the role of Advertisements in the development of economy.

UNIT - I

Understand Advertising - Define – Advertising - State its objectives - Understand Types of Advertising - Explain Newspaper Advertising - Explain Magazines, Journals – Advertising - Describe Outdoor Ads - Theatre Advertising - Explain Radio Advertising - Explain TV Advertising

(12 Hours)

UNIT – II

Classify the Types and functions of Ad Agencies - Explain Ethics in Advertisement - Explain Advertisement Budget - Describe Copy Writing - Explain Advertisement lay out, Proof reading, Typography, Lithography - State the uses of Symbols, Slogans Caption Catch Phrase

(12 Hours)

UNIT – III

Describe Salesmanship - State the Importance of Salesman - List Different Salesman - Identify Steps in selling. - Describe Direct Marketing.

(12 Hours)

UNIT – IV

Explain the Knowledge, Skills and Qualities required in salesmanship - Explain Training and supervising the salesman - Explain Motivating the salesman - Explain Perks, commission, incentives, remuneration, awards and rewards

(12 Hours)

UNIT – V

Personal Selling- Important aspects of Personal Selling- Sales Display- Objectives of sales Display- Types of sales Display -Designing of sales promotion campaign – Involvement of salesmen and dealers .

(12 Hours)

TEXT BOOK:

1. Advertising & Sales Promotions - S.L.Gupta , VV Ratna -2007 Third Edition
New Delhi – 2.

REFERENCE BOOKS

1. Advertising & Sales Promotions Management - S.A.Chunawalla , Himalaya II Edition
2. Advertising & Sales Promotions Management - S.H.H. Kazmi Satish & Batra. 2013

CONTENT BEYOND THE SYLLABUS

1. Effect of Advertisement on Teenagers and Children
2. Advertisement in Social Networking
3. Creating of advertisement copy for Assignment
4. Advertisement in the past era



HOD

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2017-2018

Subject code: 17U5BXC12 Semester: V Credit: 4 Hours: 50

BBA (CA)
Core Course – XII
ADVERTISING AND SALESMANSHIP

OBJECTIVE:

On successful completion of this course, the students will get an in depth knowledge on the role of Advertisements in the development of economy.

UNIT I

Advertising – Introduction- Characteristics- Types of Advertising – By Geographical Coverage- By target group- By type of Impact- Non product Advertising.

20%

(10 Hours)

UNIT II

Advertising Agency- Importance – Types of Media – Television- Radio- News Paper- Web Advertisements-Advantages and disadvantages- Layout – Design appeal – Copy structure.

20%

(10 Hours)

UNIT III

Media Selection- Media Planning- Factors influencing Media Planning- Media Scheduling- Creativity – Stages of Creativity- Importance of Creativity

20%

(10 Hours)

UNIT IV

Scope and role of sale promotion – Definition – Objectives of sales promotion - sales promotion techniques – Types of sales Promotion- Online sales promotions

20%

(10 Hours)

UNIT V

Personal Selling- Important aspects of Personal Selling- Sales Display- Objectives of sales Display- Types of sales Display - Designing of sales promotion campaign – Involvement of salesmen and dealers.

(10 Hours)

TEXT BOOK:

1. Advertising & Sales Promotions - S.L.Gupta , VV Ratna -2007 Third Edition New Delhi –

REFERENCE BOOKS:

3. Advertising & Sales Promotions Management - S.A.Chunawalla , Himalaya II Edition
4. Advertising & Sales Promotions Management - S.H.H. Kazmi Satish & Batra. 2013

Content beyond the syllabus

5. Effect of Advertisement on Teenagers and Children
6. Advertisement in Social Networking
7. Creating of advertisement copy for Assignment
8. Advertisement in the past era



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DELETION

2016-2017

Subject code: 14U5BXC12 Semester: V Credit: 4 Hours: 60

BBA CA

MARKETING MANAGEMENT

OBJECTIVE:

To enable the students to understand the marketing concepts and the behavior of the consumers.

UNIT-I

Introduction –Definition of marketing- Meaning of Market-Classification of Markets-Objectives of Marketing-Functions of Marketing- Role of Marketing in economic development. **(12 Hours)**

UNIT-II

Understanding the Marketing Process: Marketing Mix: Differentiation among Few Concepts, Marketing as an Exchange Process, Marketing Management Process, Marketing Mix, Extended Mix for Services, Developing Marketing Orientation

(12 Hours)

UNIT-III

Customer Value – Classification, Characteristics, Customer Satisfaction, Customer Delight, Monitoring and Measuring Customer Satisfaction, Delivering Customer Value, Value Chain

(12 Hours)

UNIT IV

Impact on the Strategic Planning Process: Competitive Environment – External, Environmental Scanning

(12 Hours)

UNIT V

Non-segmented Markets, Market Segmentation, Segmentation Basis, Market Entry Strategies, Target Markets – Selecting Target Markets, Target Marketing Strategies, Positioning.

(12 Hours)

TEXT BOOK:

RajanNair N. Marketing Management, Sultan Chand and Sons, 2000, 2nd Edition.

REFERENCE BOOK

1. Philip Kotler, Marketing Management, Millennium, PHI, 2008, 7th Edition.
2. R.S.N. Pillai and Bhagwathi, Marketing Management, S. Chand, 2010, 1st Edition.

CONTENT BEYOND THE SYLLABUS

1. E-Marketing
2. Green Marketing
3. Viral Marketing



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2017-2018

Subject code: 17U5BXC13 Semester: V Credit: 4 Hours: 50
BBA CA
Core Course – XIII
MARKETING MANAGEMENT

OBJECTIVE:

To enable the students to understand the marketing concepts and the behavior of the consumers.

UNIT I

Introduction –Definition of marketing- Meaning of Market-Classification of Markets- Objectives of Marketing-Functions of Marketing- Role of Marketing in economic development.

(10 Hours)**UNIT II**

Consumer Behaviors-Definition-Importance-Buying motives-Types of buyers-Factors influencing consumer Behavior-Market Segmentation-Definition Bases for market segmentation-Types – Benefits of segmentation.

(10 Hours)

20%

UNIT III

Product-Features-Product Planning and Development- Product Line- Product Life cycle- Brand-Essential of a good brand-benefits-Labeling-Packaging-Kinds-requisites of a good package.

(10 Hours)

20%

UNIT IV

Price-Importance-Pricing decisions-Factors affecting pricing decision-procedure for determination-Kinds of Pricing-Factors affecting changes in price.

(10 Hours)

20%

UNIT V

Sales Promotion-Purpose importance-Kinds of Sales Promotion -Personal selling – Theories-Channel of Distribution-Different Channels-Middleman Functions.

(10 Hours)

20%

TEXT BOOK:

1. RajanNair N. Marketing Management, Sultan Chand and Sons, 2000, 2nd Edition.

REFERENCE BOOK:

1. Philip Kotler, Marketing Management, Millennium, PHI, 2008, 7th Edition.

2. R.S.N. Pillai and Bhagwathi, Marketing Management, S. Chand, 2010, 1st Edition.

Content beyond the Syllabus

- 1.E-Marketing
- 2.Green Marketing
3. Viral Marketing



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DELETION

2016-2017

Subject code: 14U5BXC13

Semester: V

Credit: 4 Hours: 60

BBA CA

RESEARCH METHODOLOGY

OBJECTIVE:

The main aim of this subject is one can attain in depth knowledge of conducting research in various discipline of studies.

UNIT – I

Research - Introduction – Meaning and definition - Objectives - Importance of research – types of research – criteria of good research.

(12 Hours)

UNIT – II

Variables, Conjecture, Hypothesis, Measurement, Types of data and scales, Sample, Sampling techniques, Probability, Probability Distributions, Hypothesis Testing, Level of Significance and Confidence Interval, t-test, ANOVA, Correlation, Regression Analysis

(12 Hours)

UNIT – III

Types of approaches – Narrative, phenomenological, grounded theory, ethnographic, case study, Data Sources: Interviews, Focus groups, observations, approaches to analysis of qualitative data –coding, content analysis.

(12 Hours)

UNIT – IV

Concepts, Constructs, Definitions – Theoretical and Operational, Theory, Literature Review and its importance, Models, research questions and objectives, research design and methodology.

(12 Hours)

UNIT – V

Types of reasoning, Critical Thinking, Importance of existing knowledgebase (research literature)

(12 Hours)

TEXT BOOK :

1. Research Methodology, C.R. Kothari New Age International (P) Limited Publishers, 2009.

REFERENCE BOOKS :

1. Marketing Research and Consumer Behaviour, S.Sumathi, P.Saravanel. Vikas Publishing House Private Limited 2003.
2. Marketing Management, R.S.N. Pillai, Bagavathi, Sultan chand& Co, Ltd, New Delhi, 2010

CONTENT BEYOND THE SYLLABUS

- 1.Application of Chi-square Test
- 2.Preparation of questionnaire for assignment
- 3.Research and Science



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2017-2018

Subject code: 17U5BXC14

Semester: V

Credit: 4

Hours: 50

BBA (CA)
Core Course – XIV
RESEARCH METHODOLOGY

OBJECTIVE:

The main aim of this subject is one can attain in depth knowledge of conducting research in various discipline of studies.

UNIT – I

Research - Introduction – Meaning and definition - Objectives - Importance of research – types of research – criteria of good research. **(10 Hours)**

UNIT II

Research process - Need for research design – Features of a good design - Importance concept relating to research design.

20%

(10 Hours)**UNIT III**

Sampling meaning – steps in sampling design – characteristics – Types of sampling.

20%

(10 Hours)**UNIT IV**

Data collection – Primary data – Secondary data – types – Difference between questionnaire & schedule – Difference between primary and secondary data.

20%

(10 Hours)**UNIT V**

Analysis of data – process – Meaning of Interpretation – Significance of report writing-Types - Layout of the research report.

20%

(10 Hours)**TEXT BOOK :**

1. Research Methodology, C.R. Kothari New Age International (P) Limited Publishers, 2009.

REFERENCE BOOK :

1. Marketing Research and Consumer Behaviour, S.Sumathi, P.Saravanel. Vikas Publishing House Private Limited 2003.

2. Marketing Management, R.S.N. Pillai, Bagavathi, Sultan chand& Co, Ltd, New Delhi, 2010

Content beyond the syllabus

1. Application of Chi-square Test
2. Preparation of questionnaire for assignment
3. Research and Science



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DELETION

2016-2017

Subject code: 14U6BXC16

Semester: VI

Credit: 5 Hours: 60

BBA CA

HUMAN RESOURCE MANAGEMENT

OBJECTIVE:

On completion of this subject the student will learn about the human values, importance of human resource in organization and their contribution to development of the organization.

UNIT – I

Organisational Behavior – Introduction, goals, Historical development of organisational behaviour, fundamental concepts, contributing disciplines to OB, Models of OB, international dimensions of organisational behaviour

(12 Hours)

UNIT – II

Individual Behaviours: Introduction, foundations of individual behavior: Personality: determinants, personality traits, theories, instruments to measure personality, Perception: factors influencing perception, theories, frame of reference – perceiving people

(12 Hours)

UNIT – III

Groups Behaviour and Group dynamics- stages of group development, Group Norms Cohesiveness-Group Decision Making Techniques, Work teams- types of teams

(12 Hours)

UNIT – IV

Theories of Motivation- Employee engagement, employee identification, knowledge workers organisation citizenship behaviour, Leadership-theories of leadership- charismatic and transformational leadership.

(12 Hours)

UNIT – V

Conflict - Meaning and Definition – Types of conflict – Organisational Climate or Culture(OC) – Components , Determinants – Sustaining of Culture.

(12 Hours)

TEXT BOOK :

1. P.C.Tripathi, Human Resource Development , Sultan Chand & Sons , New Delhi – 2002.

REFERENCE BOOKS :

1. S.S.Khanka, Human Resource Management, S.chand& Company ltd., New Delhi, 2010.
2. S.Yuvaraj, Human Resource Development, Vrinda publications (p) ltd., New Delhi, 2003.
3. C.B.Memoria, Personnel Management – Himalaya publications house.
4. J.Jayasankar , Human Resource Management , Margham publications.

CONTENT BEYOND THE SYLLABUS

- 1.Absenteeism and its causes
- 2.Motivation in the Organisation
- 3.Effective Leadership to build the team
4. Role of HR in campus Interview



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2017-2018

Subject code: 17U6BXC17

Semester: VI

Credit: 4

Hours: 50

BBA (CA)

Core Course – XVI

HUMAN RESOURCE MANAGEMENT**OBJECTIVE**

On completion of this subject the student will learn about the human values ,importance of human resource in organization and their contribution to development of the organization.

UNIT I

Introduction to Human Resource Management-Definition-Objectives-Functions-Role and qualities of a good HR manager-Differences between Personnel Management and HRM.

20%

(10 Hours)

UNIT II

Human Resource Planning – Definitions – Objectives-steps in HR planning-importance-Job analysis-Job description-job specification-significance of HR planning.

20%

(10 Hours)

UNIT III

Recruitment & Selection:-objectives-sources of Recruitment-methods of selection-types of tests-Interviews.

20%

(10 Hours)

UNIT IV

Training and Development-principles-methods of training programmes-on the job training methods-off the job training methods-importance of training programmes-Recent trend in Training and Development programmes.

20%

(10 Hours)

UNIT V

Performance Appraisal-objectives-Techniques of performance appraisal-Motivation-Theories of Motivation-managing grievances and discipline-QWL.

(10 Hours)

TEXT BOOK :

1. P.C.Tripathi, Human Resource Development , Sultan Chand & Sons , New Delhi – 2002.

REFERENCE BOOK :

1. S.S.Khanka, Human Resource Management, S.chand& Company ltd., New Delhi, 2010.
2. P.Suppa Rao-HRM

3. C.B.Memoria, Personnel Management – Himalaya publications house.
4. J.Jayasankar , Human Resource Management , Margham publications.

Content beyond the Syllabus

- 1.Absenteeism and its causes
- 2.Motivation in the Organisation
- 3.Effective Leadership to build the team



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DELETION

2016-2017

Subject code: 14U6BXC18

Semester: VI

Credit: 4

Hours:

60

BBA CA

VISUAL BASIC

OBJECTIVE:

The main objective of this subject is one can develop their online application for various aspects.

UNIT – I

Welcome to visual Basic –What is visual basic- Features of visual Basic – developing an Applications. Creating an Application: Objectives-What does visual basic 6 have to create applications-OLE- form layout window. Forms and controls: objectives- The from-Working with a control- opening the code window.

(12 Hours)

UNIT – II

Variables in visual basic: Objectives-what is a variable-Declaring variable-data types-the null value-Error value-empty value-scope of a variable –module level variables-Declaring variable- constant-creating your own constant-scope of a constant. Writing code in visual basic-objectives- the code window –The Anatomy of procedure-Editing features. Working with files- objectives –visual basic file system controls

(12 Hours)

UNIT – III

Control Arrays – Lists: One Dimensional Array with more than One Dimension – Using Lists Functions and Procedures – Passing by Reference/Passing by Values – Code Module -Global Procedure and Global Variables.

(12 Hours)

UNIT – IV

Fundamentals of Graphics and Files – Screen – The Line and Shapes – Graphics Via Codes, Lines & Boxes, Circle, Ellipse, Pie Charts Curves, Paint Picture Method – Graph Control

(12 Hours)

UNIT – V

Clip Board, DDE, Data Control – Programming with Data Control – Monitoring Changes to the Databases – DAO objects – Active X data objects.

(12 Hours)

TEXT BOOK

1. Gary Cornell – “Visual Basic 6.0 Programming” – Tata McGraw Hill Edition.

CONTENT BEYOND THE SYLLABUS

- 1.Preparing online application
- 2.Database management systems.
- 3.Security

**HOD**

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

2017- 2018

Subject code: 17U6BXC19

Semester: VI

Credit: 4

Hours: 50

BBA CA

Core Course – XVII

VISUAL BASIC

OBJECTIVE:

VISUAL BASIC is also a VISUAL and Event-driven Programming Language. These are the main divergence from the old BASIC. In BASIC, programming is done in a text-only environment and the program is executed sequentially. In VB6, programming is done in a graphical environment.

UNIT I

Welcome to visual Basic –What is visual basic- Features of visual Basic – developing an Applications. Creating an Application: Objectives-What does visual basic 6 have to create applications-OLE- form layout window. Forms and controls: objectives- The from-Working with a control- opening the code window. (10 Hours)

UNIT II

Variables in visual basic: Objectives-what is a variable-Declaring variable-data types-the null value-Error value-empty value-scope of a variable –module level variables-Declaring variable- constant-creating your own constant-scope of a constant. Writing code in visual basic-objectives- the code window –The Anatomy of procedure-Editing features. Working with files- objectives –visual basic file system controls.

(10 Hours)

UNIT III

Menus: objectives- Building the user interface. Multiple document interface applications –Why MDI forms- features of an MDI form-loading MDI forms and child forms

20%

(10 Hours)

UNIT IV

Working with the data control: The data control-The bound controls-caution-coding. Data access objects: The JET database engine-functions of the JET database engine-SQL-The DAO objects model-Why ADO-Establishing a reference.

20%

(10Hours)

UNIT V

Crystal and data reports: Crystal reports-Data report-Distributing your application. ActiveX: objectives-What is ActiveX –Why ActiveX. ActiveX and Web pages: objectives-ActiveX and internet.ActiveX documents.

20%

(10 Hours)

TEXT BOOK:

1. Mohammed. Azam, Programming with Visual Basic 6.0- VIKAS publishing House pvt.Ltd,Year of Publication 2010.

REFERENCE BOOK:

- 1."Mastering Visual Basic 6" EvangelusPetroutsos BPB Puhlnata.
2. GRAY CORNELL, "VISUAL BASIC 6 from the GROUND UP", Tata McGraw Hill Edition, 1999

Content beyond the Syllabus

1. Visual Basic Built-in Functions
2. Menu Editors

**HOD**

PG Department of Management Studies
Vivekananda College of Arts and Sciences
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Elayampalayam, Tiruchengode-637 205

DELETION

2017-2018

Subject code: 14U6BXE02 Semester: VI Credit: 5 Hours: 60

**BBA CA
GLOBAL BUSINESS**

OBJECTIVE: The objective of the course is to expose students to the concept, importance and dynamics of International Business and India's involvement with global business operation

UNIT-I

Interpret data on countries' macroeconomic and political performance - Understand effects of taxation, government spending, and monetary policy on the business environment
(12 Hours)

UNIT-II

Understand the role of government in the modern economy • Analyze political risks to business strategy
(12 Hours)

UNIT-III

Understand how cross-border flows of goods and capital affect firms' and nations' competitive positions - Analyze effects of environmental change on the competitive landscape
(12 Hours)

UNIT-IV

Distribution Channels- characteristics- Role and function-Major Distribution Policies- Personal selling-Characteristics-Process of Personal selling.
(12 Hours)

UNIT-V

International Organisation and Agreement-WTO- Difference between Gatt and WTO- UNCTAD- Principles-Functions- IBRD- Principles- Organisation Structure-IMF- Objectives-Functions-Organisation Structure.

(12 Hours)

TEXT BOOK

1.International Business- Dr. C.B.Gupta,first edition,2014 Sultan Chand Co.PvTLTd.Ramnagar New Delhi.

REFERENCE BOOKS

1.International Marketing -Dr,R.K.Kothari, Dr.P.C.Jain, First Edition,2008-2009 Ramesh Book Depot-Jaipur, NewDelhi

2. International Marketing Management-R.L. Varshney, B.Bhattacharya, Sultan Chand and Sons- NewDelhi, 13th edition, 2000

CONTENT BEYOND THE SYLLABUS

- 1 Expansion of Business to Global Level
2. A visit to an Export company
3. Profit earned through marketing of sea foods
4. Formalities to be fulfilled for export and Import of Product



HOD

PG Department of Management Studies
Vivekananda College of Arts and Sciences
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Elayampalayam, Tiruchengode-637 205

2017-2018

Subject code: 17U6BXE02 Semester: VI Credit: 5 Hours: 50
BBA CA
ELECTIVE – II

GLOBAL BUSINESS

OBJECTIVE: The objective of the course is to expose students to the concept, importance and dynamics of International Business and India's involvement with global business operation

UNIT I

Introduction to International Business- Meaning-Distinction between Domestic and International Business- Reason for International Business_Problems of International Business-Concept of Globalisation-Stages of Globalisation-Importance of Globalisation.

(12 Hours)

UNIT II

International Business Environment-Characteristics- Environment of International Business- Economic Environment- Social Environment-Cultural Environment-Political Environment- Legal Environment-Technological Environment.

(12 Hours)

UNIT III

Product Planning and Development-Product Planning- Product Mix- Steps in Product Planning and Development- International Pricing- Pricing Objectives- factors influencing Pricing- Pricing methods

(12 Hours)

UNIT IV

Distribution Channels- characteristics- Role and function-Major Distribution Policies- Personal selling-Characteristics-Process of Personal selling.

(12 Hours)

UNIT-V

International Organisation and Agreement-WTO- Difference between Gatt and WTO- UNCTAD- Principles-Functions- IBRD- Principles- Organisation Structure-IMF- Objectives- Functions-Organisation Structure.

(12 Hours)

TEXT BOOK

1.International Business- Dr. C.B.Gupta,first edition,2014 Sultan Chand Co.PvtLtd.Ramnagar New Delhi.

REFERENCE BOOKS


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CONTENT BEYOND THE SYLLABUS

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