

BBA

SEM	COURSE CODE	PART	COURSE	COURSE TITLE	Ins. Hrs /Week	CREDIT	MARKS		TOTAL
							CIA	ESE	
I	20U1LT1/LA1/LF1/LH1/LU1	I	Language – I		6	3	25	75	100
	20UCN1LE1	II	English - I		6	3	25	75	100
	20UBA1CC1	III	Core – I	Principles of Management	4	4	25	75	100
	20UBA1CC2		Core – II	Financial Accounting	4	3	25	75	100
	20UBA1AC1		Allied –I	Managerial Economics	4	3	25	75	100
	20UBA1AC2		Allied –II	Business Communication	4	3	25	75	100
	20UCN1AE1	IV	AEC-I	Value Education	2	2	-	100	100
		TOTAL			30	21			700
II	20U2LT2/LA2/LF2/LH2/LU2	I	Language – II		6	3	25	75	100
	20UCN2LE2	II	English – II		6	3	25	75	100
	20UBA2CC3	III	Core – III	Marketing Management	5	4	25	75	100
	20UBA2CC4		Core – IV	Business Environment	4	3	25	75	100
	20UBA2AC3		Allied – III	Mathematics and Statistics for Manager	4	3	25	75	100
	20UBA2AC4P		Allied –IV	MS – Office Management - Practical	3	2	20	80	100
	20UCN2AE2	IV	AEC-II	Environmental Studies	2	2	-	100	100
		TOTAL			30	20			700
III	20U3LT3/LA3/LF3/LH3/LU3	I	Language– III		6	3	25	75	100
	20UCN3LE3	II	English – III		6	3	25	75	100
	20UBA3CC5	III	Core– V	Business Accounting	4	4	25	75	100
	20UBA3CC6		Core– VI	Business Laws	3	2	25	75	100
	20UBA3AC5		Allied– V	Operations Research	4	3	25	75	100
	20UBA3AC6P		Allied–VI	Tally For Business-Practical	3	2	20	80	100
	20UBA3GE1	IV	Generic Elective I#	Management Principles	2	2	-	100	100
20UCN3SE1	Skill Enhancement Course – I@		Soft Skills Development	2	2	-	100	100	
		TOTAL			30	21			800
IV	20U4LT4/LA4/LF4/LH4/LU4	I	Language–IV		6	3	25	75	100
	20UCN4LE4	II	English– IV		6	3	25	75	100
	20UBA4CC7	III	Core– VII	Production Management	4	4	25	75	100
	20UBA4CC8		Core - VIII	Management Information System	4	3	25	75	100
	20UBA4AC7		Allied– VII	Services Marketing	4	3	25	75	100
	20UBA4AC8		Allied–VIII	Cost Accounting	4	2	25	75	100
	20UBA4GE2	IV	Generic Elective – II#		2	2	-	100	100
20UCN4EA	V	Extension Activities	NCC, NSS, etc.	-	1	-	-	-	
		TOTAL			30	21			700
V	20UBA5CC9	III	Core – IX	Management Accounting	6	5	25	75	100
	20UBA5CC10		Core – X	International Business	5	5	25	75	100
	20UBA5CC11		Core – XI	Entrepreneurial Development	5	5	25	75	100
	20UBA5CC12		Core - XII	Organisational Behaviour	5	5	25	75	100
	20UBA5DE1		DSE – I**		5	4	25	75	100
	20UBA5SE2	IV	Skill Enhancement Course – II@		2	2	-	100	100
	20UBA5SE3		Skill Enhancement Course – III@		2	2	-	100	100
20UBA5EC1		Extra Credit Course - I	General Intelligence for Competitive examination	-	4*	--	100*	100*	
		TOTAL			30	28			700
VI	20UBA6CC13	III	Core– XIII	Financial Management	5	5	25	75	100
	20UBA6CC14		Core– XIV	Strategic Management	5	5	25	75	100
	20UBA6CC15		Core - XV	Human Resource Management	5	5	25	75	100
	20UBA6CC16		Core XVI	Industrial Relations	5	5	25	75	100
	20UBA6DE2		DSE II**		5	4	25	75	100
	20UBA6DE3		DSE III**		4	4	25	75	100
	20UCN6AE3	V	AEC-III	Gender Studies	1	1	-	100	100
20UBA6EC2		Extra Credit Course - II	Business Administration for competitive examinations	-	4*	--	100*	100*	
		TOTAL			30	29			700
		GRAND TOTAL			180	140	-	-	4300

* Not Considered for Grant Total and CGPA

Generic Elective for other major department

Semester	Course Code	Course Title
III	20UBA3GE1	Management Principles
IV	20UBA4GE2	Banking Practices

**** Discipline Specific Elective**

Semester	Course Code	Course Title
V	20UBA5DE1	A. Consumer Behaviour
		B. Company Accounts
VI	20UBA6DE2	A. Advertising and Salesmanship
		B. Banking and Financial Services
VI	20UBA6DE3	A. Retail Marketing
		B. Stock Market Practices

@ Skill Enhancement Course

Semester	Course Code	Course Title
V	20UBA5SE2	Research Methods for Managers
	20UBA5SE3	Aptitude Test

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
I	20UBA1CC1	Core – I	PRINCIPLES OF MANAGEMENT	4	4	100	25	75

Course Outcomes

1. Acquire the Knowledge primary function of management historical development and role of management activities in company or industry.
2. The learners understood how to make plan with the help of company/ institution mission , vision and objectives.
3. Equip the student to understand and create organization structures, how it should be running.
4. Ensuring the requirement of human resource, how to allocate and basic of required qualities of employees from available source.
5. The learners acquire the knowledge of co- ordination of business / association and how to make a corrective action based on plan through controlling activities to successes.

UNIT I

12 hours

Management – Definition – Management Thought - Functions - Fayol’s Principles of Management - F. W Taylors Scientific Management - #Features#.

UNIT II

12 hours

Planning:Meaning – Definition – Characteristics – Importance – Steps In Planning Process – Methods - Limitations of Planning - Management By Objective (MBO)- Decision Making - Types of Decision - #Decision Making Process#.

UNIT III

12 hours

Organizing:Meaning - Principles - Departmentation - Organization Structure - #Centralization and Decentralization# - Delegation of Authority.

UNIT IV

12 hours

Staffing:Meaning – Elements – #Process# - Recruitment - Source of Recruitment – Selection – Stages – Directing – Meaning and Concepts

UNIT V

12hours

Co-Ordination: Meaning - Needs – Controlling – Meaning - Process of Controlling - Types of Control - #Control Techniques#.

#.....# Self Study Portion

Text Books

T.B.1. T. Ramasamy, Principles of management, 8th Revised Edition, Himalaya Publishing House, 2014.

T.B.2. DinkarPegare, Business Management, 5th Revised Edition, Sulthan Chand & sons, 2018.

UNIT I Chapter I Pp 1-23, Pp 2, 25 **TB-2**

UNIT II Chapter VIII Pp 99-105.Chapter IX, X Pp 125-143 **TB-1**

UNIT III Chapter XI Pp 144-155.Chapter XIV Pp 189-215 **TB-1**

UNIT IV Chapter XV Pp 179-194 **TB-2**

UNIT V Chapter XXIV Pp 269-288 **TB-2**

Books for Reference

1. L.M. Prasad , Principles of management 8th Edition 2012, Sulthan Chand & Sons.
2. Varma& Agarwal Theory & Practicse of management, Educational Publisher, Delhi.
3. C.B. Mamoria, Personnel management Reprint 1999, Himalaya Publishing House

Web Reference:**E-notes**

<https://bbamantra.com/principles> of management-introduction-nature-process-importance/

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code	Title of the Paper					Hours	Credits			
I	20UBA1CC1	PRINCIPLES OF MANAGEMENT					4	4			
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓	✓	✓	✓	✓		✓	
CO2	✓	✓	✓	✓	✓	✓	✓	✓	✓		
CO3	✓	✓	✓	✓	✓	✓	✓	✓			
CO4	✓	✓				✓	✓	✓			
CO5	✓		✓			✓	✓	✓	✓		
Number of Matches= 38, Relationship : HIGH											

Prepared By: **Dr. S. Jainab Bee**

Checked by: **Dr. S. MOHAMED MOHIDEEN**

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
I	20UBA1CC2	Core – II	FINANCIAL ACCOUNTING	4	3	100	25	75

Course Outcomes:

- To learn fundamental aspects of accounting and also apply golden rules for the financial transactions, Pass journal entries and post them in ledger and understand trial balance.
- Prepare subsidiary books and understand the types of errors and identified the errors and how to reduce the error entries.
- To acquire the latest updates on financial knowledge and practice and Prepare Final accounts of sole proprietorship.
- To equip the knowledge of Bank Reconciliation Statement and to know the evaluation skill of assets through the Depreciation Methods
- To create excellence in non – profit organizations and to develop the financial management skills and to become a finance manager in future

UNIT I

12 hours

Bookkeeping- Meaning - Definition of Account –Accounting Principles – Concepts and Conventions – #Double Entry System# – Journal – Ledger –Trial Balance.(Simple Problems)

UNIT II

12 hours

Subsidiary Books – Purchase Book, Sales Book, Purchase Returns, Sales Returns Book –Cash Book - Rectification of Errors (Simple Problems)

UNIT III

12 hours

Final Accounts of Sole Trader – Trading Account, Profit &Loss Account and Balance Sheet with simple adjustments (Simple Problems).

UNIT IV

12 hours

Bank Reconciliation Statement,Methods of Depreciation – Straight Line Method, Written Down Value Method, #Annuity Method# (Simple Problems)

UNIT V

12 hours

Meaning of non – profit organizations – Receipts and payments account – Income and expenditure account – Preparation of Balance sheet (Simple Problems)

#.....# Self Study Portion

(80% Problem, 20 % Theory)

Text Book

T.B T.S Reddy and Dr. A Murthy, Financial Accounting, Margham publications, Revised Edition

UNIT I Chapter I, II Section 1.1-2.116 **T.B.1**

UNIT II Chapter III Section 3.1-3.25, Chapter V 5.1-5.83 **T.B .1**

UNIT III Chapter VI Section 6.1-6.33, Chapter IV Section 4.1-4.41 **T.B.1**

UNIT IV Chapter XI Section 11.1-11.55 **T.B.1**

UNIT V Chapter VII Section 7.1-7.24, Chapter VIII Section 8.1-8.20, Chapter XXVIII Section 28.1-28.62 **T.B.1**

Books for Reference

- M.C.Shukla, T.S.Grewal, S.C.Gupta, Advanced Accounts, 6th Revised Edition, S.Chand Publications, Reprint, Chennai, 2015.

Web Reference:**E-notes**

<https://www.studocu.com/in/document/bangalore-university/bachelor-of-business-administration/other/financial-accounting-bba-ist-sem/2592625/view>

<http://www.gangatechnicalcampus.com/wp-content/uploads/2015/09/FINANCIAL-ACCOUNTING-BBA-IST-SEM.pdf>

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code	Title of the Paper					Hours	Credits			
I	20UBA1CC2	FINANCIAL ACCOUNTING					4	3			
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓	✓	✓	✓	✓		✓	
CO2	✓	✓	✓	✓	✓	✓	✓	✓	✓		
CO3	✓	✓	✓	✓	✓	✓	✓	✓			
CO4	✓	✓				✓	✓	✓			
CO5	✓		✓			✓	✓	✓	✓		
Number of Matches= 38, Relationship : HIGH											

Prepared By: **Dr. B. Deepa**

Checked by: **Dr. S. MOHAMED MOHIDEEN**

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
I	20UBA1AC1	Allied – I	MANAGERIAL ECONOMICS	4	3	100	25	75

Course Outcomes:

1. Knowing the role and responsibility of managerial economists and learn the demand and supply concept.
2. Understanding the production function and cost concept.
3. Import the knowledge of managerial decision making and pricing.
4. Understand the different market condition and market structure.
5. Intelligence in the concept of macro economics, national income and attainment the knowledge of employment cycle and econometrics.

UNIT I

12

hours Managerial Economics: Meaning – Definition – Nature – #Scope# – Objectives- Roles and Responsibility - Law of Demand – Supply - Marginal Utility Analysis.

UNIT II

12 hours

Elasticity of demand - Types of Elasticity - Production and Cost Analysis - Factors of Production - Production Function - Law of Variable Proportion.

UNIT III

12 hours

Cost Concepts- Cost Output Relationships – Pricing – Objectives - #Factors of Pricing# -Types of Pricing - Price Discrimination - Managerial Decision Making - Risk and Uncertainty.

UNIT IV

12 hours

Market Structure: Meaning – Types–Perfect Competition – Monopoly - Monopolistic Competition – Duopoly – #Oligopoly#.

UNIT V

12 hours

Macro Economics and Business Decision: Business Cycle Concepts – Input – Output Analysis – National Income– Concepts, Methods and Difficulties in the Calculation of National Income.

#.....# **Self Study Portion**

Text Books

T.B-1: R. Cavery, Dr. U. K. SudhaNayak, Dr.M.Girija, Dr.M.Meenakshi, Managerial Economics, Revised edition, S. Chand & Company Ltd, 2010.

T.B-2: Dr.S.Sankaran, Managerial Economics, Edition Reprint, Margham Publications, 2018

UNIT I Chapter 1 **T.B-1** (Pp 1-12, 39-40) & Chapter 3 **T.B-1** (Pp 44–50).

UNIT II Chapter 2 **T.B-1** (Pp 51-62), Chapter 5 **T.B-1** (Pp 94–101),

Chapter 12 **T.B-1** (Pp 348– 360).

UNIT III Chapter 6 **T.B-1** (Pp 143–173), Chapter 9 **T.B-1** (Pp 261–270).

UNIT IV Chapter **T.B-1** (Pp 174–216).

UNIT V Chapter 26 **T.B-2** (Pp 425–482).

Books for Reference

1. S.Sankaran, Managerial Economics, Margham Publication, Reprint 2018.
2. Varshney R.L & Maheswari K I, Managerial Economics, New Delhi, Sultan Chand & Sons, 2018

Web Reference:

<https://www.studynama.com/community/threads/pdf-bba-managerial-economics-notes-ebook-free-download.3500/>

www.academia.edu

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code	Title of the Paper					Hours	Credits			
I	20UBA1AC1	MANAGERIAL ECONOMICS					4	4			
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓	✓	✓	✓			✓	
CO2	✓		✓	✓		✓	✓	✓		✓	
CO3	✓	✓	✓	✓		✓	✓	✓	✓	✓	
CO4	✓			✓		✓	✓	✓	✓	✓	
CO5	✓		✓	✓	✓	✓	✓	✓	✓	✓	
Number of Matches= 39, Relationship : HIGH											

Prepared By: **K. Mohamed Anwar**

Checked by: **Dr. S. MOHAMED MOHIDEEN**

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
I	20UBA1AC2	Allied – II	BUSINESS COMMUNICATION	4	3	100	25	75

Course Outcomes:

1. All basic concepts and importance of communication are imparted to students theoretically and practical knowledge.
2. They realize the needs of business letters in managing the day- to- day activities of the business.
3. Practical exercise on collection letter and sales promotion letter to communication enhances the students' knowledge.
4. Understand the report writing, kinds of reports, application for jobs and updated resume writing
5. Learn practical knowledge in advance E- communication.

UNIT – I

12 hours

Communication – Meaning, Process and Significance – Objectives – Principles –Types – Media – Barriers of Communication– #Commercial Terms and Abbreviations#.

UNIT – II

12 hours

Correspondence – Meaning – Need, Functions and Kinds of Business Letters – Layout of Business Letters – Enquiry and Reply – Offers and Quotations – #Orders#– Execution and Cancellation.

UNIT – III

12 hours

Complaints, Claims and Adjustments – #Collection Letters#– Sales Promotion Letters – Circular Letters.

UNIT – IV

12 Hours

Report Writing – Structure of Reports - Kinds of Reports– Press reports – Market reports. Application for jobs – #Resume writing#

UNIT – V

12 hours

Modern means of E-Communication – Internet – E-Mail – Video conferencing – Social Media :WhatsApp – Facebook – Twitter – Instagram etc.,

#.....# **Self Study portion**

Text Book

T.B Rajendra Pal & J.S. Korlahalli – Essentials of Business Communication, Sultan Chand & Sons, 2015

UNIT I	Chapter EC1 to Chapter EC6	T.B. 1
UNIT II	Chapter CC1 to Chapter CC7	T.B. 1
UNIT III	Chapter CC8 to Chapter CC11	T.B. 1
UNIT IV	Chapter CC21 to Chapter WC 2	T.B. 1
UNIT V	Chapter WC6, Chapter OC6 to Chapter OC 8	T.B. 1

Books for Reference

1. R.C.Sharma, Krishna Mohan – Business Communication, Tata McGraw Hills, 2012
2. UrmilaRai – Business Communication, Himalaya Publishing House, 2015.

Web Reference:

- <https://bbamantra.com/business-communication-introduction/>

- <https://www.managementstudyguide.com/managerial-communication.htm>

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code	Title of the Paper					Hours	Credits			
I	20UBA1AC2	BUSINESS COMMUNICATION					4	3			
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓		✓	✓		✓	✓		✓	✓	
CO2		✓	✓	✓		✓	✓		✓	✓	
CO3	✓	✓	✓		✓	✓		✓	✓		
CO4		✓	✓		✓		✓	✓		✓	
CO5	✓		✓	✓	✓	✓		✓	✓	✓	
Number of Matches= 35, Relationship : HIGH											

Prepared By: **S. Abdul Rajak**

Checked by: **Dr. K. DEVARAJU**

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
II	20UBA2CC3	CORE – III	MARKETING MANAGEMENT	5	4	100	25	75

Course Outcomes:

1. Demonstrate understanding of modern marketing concepts & buyer behaviour towards buying motives
2. Illustrating product, product mix and product life cycle for developing marketing skills
3. Analysing the pricing and physical distribution systems to enhance marketing knowledge
4. Enabling the importance of wholesaler, retailer, marketing intermediaries and their functions
5. Acquire broad-based knowledge on promotional activities and digital marketing

Unit I

15 hours

Marketing – Meaning – Definition – Marketing and Selling – #Modern concept of Marketing# – Marketing Functions – Marketing Mix – Buyer’s behaviour – Buying Motive.

Unit II

15 hours

Product – Meaning – Definition – #Importance# – Product Life Cycle - Product Mix – Product Development – Introduction of new product.

Unit III

15 hours

Pricing – Meaning – Definition – #Methods of pricing strategies# – Factor influencing pricing – Types of Pricing.

Unit IV

15 hours

Physical Distribution – Meaning – Definition – Channels of Distribution - Wholesaler – Functions – Services – Retailer – #Functions# – Services – Marketing intermediaries and their function.

Unit V

15 hours

Promotion – Meaning – Definition – Methods – Advertisement – #Significance# – Kinds – Objectives – Personal selling – Importance – Sales Promotion – Functions – Importance – Digital Marketing – Sale skill activity (eg: Sales representative, activity based)
#.....# Self study portion

Text Book

T.B Dr. C.B. Gupta and Dr. N. Rajan Nair – Marketing Management by Sultan Chand Company, Revised Version.

UNIT I Chapter – I Section 1 – 2 **T.B. 1**

UNIT II Chapter – II Section 7 – 8 **T.B.1**

UNIT III Chapter – III Section 9 **T.B.1**

UNIT IV Chapter – IV Section 10 – 11 **T.B.1**

UNIT V Chapter – V Section 12 – 15 **T.B.1**

Book for Reference

1. S.A.Sherlekar - Marketing Management by Himalaya Publishing House, Revised Version
2. Philip Kotler -Marketing Management - Pearson Education/PHI 14th Edition, Revised Version
3. RajanSaxena - Marketing Management - Tata McGraw Hill, Revised Version

Web Reference:

E-notes

<https://bbamantra.com/marketing-management-introduction-notes/>

E-Books

http://socioline.ru/files/5/283/kotler_-_mrkting_management_14th_edition.pdf

http://all.ueb.edu.vn/bitstream/1247/2250/1/marketing_management_-_millenium_edition.pdf

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code		Title of the Paper			Hours	Credits			
II	20UBA2CC3		MARKETING MANAGEMENT			5	4			
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓				✓	✓	✓	✓	✓	
CO2		✓			✓	✓	✓	✓	✓	
CO3	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
CO4	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
CO5	✓	✓	✓	✓	✓	✓		✓	✓	✓
Number of Matches= 42, Relationship : HIGH										

Prepared By: **Dr. Christine Maria Drewitt**

Checked by: **Dr. K. DEVARAJU**

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
II	20UBA2CC4	CORE – IV	BUSINESS ENVIRONMENT	4	3	100	25	75

Course Outcomes:

1. To understand the different environment in the business & society
2. To know the different environment like social & cultural environment and ethics in the business climate
3. To acquire the depth knowledge about the political and legal environment
4. To identify the minor & major factor affecting the business in various streams.
5. The students can recognize the impact of technology in economic & managerial perspectives

UNIT -1

12 hours

Business Meaning – Definition – Objectives - Business Environment – Meaning – Definition – Objectives – #Characteristics# – Features – Types of Environment – Business Goals – Social Responsibility of Business – Business and Society.

UNIT-II

12 hours

Social and Cultural Environment - Ethics – #Nature# – Impact of Culture on Business – People’s Attitude to Business and Work

UNIT – III

12 hours

Political and Legal Environment – Meaning – Legislation for Consumer Protection – #Consumer Protection Act 2019#

UNIT –IV

12hours

Economic Environment – Meaning – Nature – Economic Factors – Economic Planning - #Privatization# – Nature – Objectives – Privatization Routes.

UNIT- V

12 Hours

Technological Environment – Meaning – #Features # – Impact of Technology – Technology and Society – Economic Effects – Management of Technology.

#.....# **Self Study Portion**

Text Books

T.B-1 S.Sankaran Business Environment, 3rd Edition, Margham Publications, Bangalore, Revised Edition.

T.B-2 K.AswhthaPpa, Essentials of Business Environment, 10th Edition, Himalaya publication, Mumbai, Revised Edition.

UNIT I	Chapter I Section 1-10,	TB-1
UNIT II	Chapter VI Section 98-149,	TB-1
UNIT III	Chapter XVI Section 301-325; Chapter VIII Section 150-180,	TB-1
UNIT IV	Chapter X Section 1-10.70, Chapter XVIII Section 267-278,	TB-1 TB-2
UNIT V	Chapter VI Section 103-126,	TB-2

Books for Reference:

1. Francis Cherunilam, Business Environment, Himalaya publication.4th Edition, New Delhi, Revised Edition.

2. Saroj Kumar & Naina Agarwal, Business Environment, Thakur Publications, 1st Edition, Chennai, Revised Edition..

Web Reference:

<http://bbamantra.com/business-environment-introduction-to-business-notes/>

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code		Title of the Paper			Hours	Credits			
II	20UBA2CC4		BUSINESS ENVIRONMENT			4	3			
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓	✓	✓	✓			✓	✓	✓	✓
CO2	✓	✓	✓	✓			✓	✓	✓	✓
CO3	✓	✓	✓	✓	✓	✓	✓	✓		
CO4	✓	✓		✓	✓	✓			✓	✓
CO5	✓			✓	✓	✓	✓		✓	✓
Number of Matches= 38, Relationship : HIGH										

Prepared By: **Dr. B. Deepa**

Checked by: **Dr. K. DEVARAJU**

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
II	20UBA2AC3	Allied - III	MATHEMATICS AND STATISTICS FOR MANAGER	4	3	100	25	75

Course Outcomes:

1. Understand the basic concepts in mathematics and statistics and learn mathematics for finance, simple and compound interest.
2. To know the basic calculation about matrix methods.
3. Impart the knowledge to the student about statistical tools and its application.
4. Get an idea about the application of statistics in measures of central tendency.
5. Learn and apply the rank correlation and regression.

UNIT – I

12 hours

Mathematics for Finance - #Simple and Compound Interest# Differential Calculus – Standard Forms – Rules of Differentiation – Criteria for Maxima and Minima (Simple Problems)

UNIT – II

12 hours

Matrices – #Types# – Addition, Subtraction and Multiplication of matrices – Transpose of Matrix – Determinants – Adjoint of a square matrix – Matrix inverse method by solving equation – Cramer’s rule of matrix (Simple Problems).

UNIT – III

12 hours

Statistics – Definition – #Scope – Frequency distribution# – Diagrams: One and Two Dimensional diagrams - Graphical Representation: Histogram, Frequency Polygon and curve.

UNIT – IV

12 hours

Measures of Central Tendency: Mean Median, Mode, #Geometric Mean and Harmonic Mean#.

UNIT – V

12 hours

Correlation: Karl Pearson’s Coefficient of Correlation and Spearman’s Rank Correlation – Regression and Co-efficient.

#.....# Self Study portion

(80% Problem, 20 % Theory)

Text Books

TB 1. PA. Navnitham – Business Mathematics and Statistics, Jai Publisher, Trichy

TB 2. S.P. Rajagopalan – 2nd edition – Business statistical and operations research, Tata McGraw Hill Publishing Co. Limited, New Delhi.

UNIT I	Part 1 pp 43-88, Part I Pp 247 – 270, Part I Pp 288 – 296	TB 1
UNIT II	Part I Pp 147 – 200	TB 1
UNIT III	Chapter 1, 2 & 3	TB 2
UNIT IV	Part II Pp 162 – 268	TB 1
	Part II Pp 301 – 340	TB 1
UNIT V	Chapter 7 & 8	TB 2

Book for Reference

1. San Cheti & Kapoor - Business Mathematics, S. Chand & Co. Ltd.

Web Reference:

https://gurukpo.com/Content/BBA/BBA_III_sem_Statistical_Methods.pdf

<https://www.youtube.com/watch?v=b7q1CvgrWml>

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code	Title of the Paper					Hours	Credits			
II	20UBA2AC3	MATHEMATICS AND STATISTICS FOR MANAGER					4	3			
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓			✓	✓	✓		✓	✓		
CO2		✓	✓		✓	✓	✓		✓		
CO3		✓	✓	✓			✓	✓		✓	
CO4		✓	✓		✓		✓	✓	✓		
CO5	✓	✓		✓		✓	✓			✓	
Number of Matches= 30, Relationship : HIGH											

Prepared By: **S. Abdul Rajak**

Checked by: **Dr. K. DEVARAJU**

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
II	20UBA2AC4P	Allied - IV	MS OFFICE MANAGEMENT - PRACTICAL	3	2	100	20	80

Course Outcomes:

1. Learn the MS Words features and how to use official and personal life.
2. Specialized the students in all types of official documents in MS Word such as resume, letters, applications, forms, broucher templates, business cards and news letters
3. The student understand to uses of MS – Excel in various types of official, research and personal purpose
4. The learners equipped in the data filling, Data/Information management, Bill creation, chart creation in business purpose
5. The students understand Ms-PowerPoint is often used to create business preparations, but also can used for business, official, information and educational purpose.

UNIT I

9 hours

Introduction to MS- Word –Menus- File, Edit, View, Insert, Format, Tools and Tables – Creating, Opening and Closing a Document.

UNIT II

9 hours

Personal Letter – Business Letter – Circular Letter with Mail Merge – Table Creation – #Application for Job with Resume#.

UNIT III

9 hours

Introduction to MS Excel – Formatting Worksheets – Basic Formula – Sorting and Filtering- #working with worksheets#.

UNIT IV

9 hours

Student Mark sheet- Electricity Bill – Pay Bill – Invoice Preparation with various templates – Bar chart- Pie chart – Line Chart.

UNIT V

9 hours

Introduction to PowerPoint- Slide Preparation- Working with Shapes – #Topic Presentation# – Animation – Slideshow.

#.....# Self Study Portion

Text Book

1. S. V. SrinivasaVallabhan – Computer Application in Business, Sultan Chand & Sons, 2007.

UNIT I Chapter III Section 3.1- 3.11 **T.B. 1**

UNIT III Chapter IV Section 4.1-4.15 **T.B. 1**

UNIT V Chapter VI Section 6.1-6.15 **T.B. 1**

Books for Reference

- 1.K.Mohan Kumar, Dr. S. Rajkumar – Computer Application in Business, 2nd Edition, McGrawHill.
- 2.AnanthiSheshasaayee&G.Sheshasaayee – Computer Application in Business and Management, Margham Publications.

Web Reference:<https://www.linkedin.com/learning/compressor-2-1-essential-training><https://youtu.be/actrGUBUy7E>https://youtu.be/01_ZgmUINi8<https://youtu.be/ycvy5kw0185s>

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes:

Semester	Code	Title of the Paper					Hours	Credits			
II	20UBA2AC4P	MS OFFICE MANAGEMENT - PRACTICAL					3	2			
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓		✓			✓	✓	
CO2	✓	✓	✓	✓	✓	✓	✓		✓	✓	
CO3	✓	✓				✓	✓	✓	✓		
CO4	✓	✓	✓	✓		✓	✓	✓	✓		
CO5	✓	✓		✓	✓	✓	✓	✓	✓	✓	
Number of Matches= 39, Relationship : HIGH											

Prepared By: **Dr. M. Kaja Muhaideen**Checked by: **Dr. K. DEVARAJU**