

For Candidates admitted from June 2018 onwards)

C. ABDUL HAKEEM COLLEGE (AUTONOMOUS), MELVISHARAM-632509

DEPARTMENT OF BUSINESS ADMINISTRATION

B.B.A

CBCS PATTERN (REGULATIONS 2018 - 2019)

The Course of Study, Credits and Scheme of Examination

I YEAR

| S.No | Part | Course Title | Subject Codes | Hrs/ Week | Credits | Title of the Paper | Maximum Marks | | |
|---------------------------|------|--------------------------|---------------------------------------|--------------|-----------|--|---------------------|---------------------|-----------------------|
| I YEAR SEMESTER I | | | | | | | CIA Mark | EXT Mark | TOTAL Mark |
| 1 | I | Language | U18FTA102/ U18FUR102 | 6 | 4 | Tamil/Urdu/Others-I | 25 | 75 | 100 |
| 2 | II | English | U18FEN101 | 6 | 4 | English-I | 25 | 75 | 100 |
| 3 | III | Main-Theory | U18MBA101 | 5 | 3 | Business Management | 25 | 75 | 100 |
| 4 | III | Main- Theory | U18MBA102 | 5 | 4 | Business mathematics and statistics-I | 25 | 75 | 100 |
| 5 | III | Allied-I | U18ABA101/ U18ABA102/ U18ABA103 | 6 | 4 | (Choose any one) Business Communication/ Principles of Insurance/ Corporate E- Management-I | 25 | 75 | 100 |
| 6 | IV | Environmental Studies | U18CES101 | 2 | 2 | Environmental Studies | 25 | 75 | 100 |
| | | | | 30 | 21 | | 150 | 450 | 600 |
| I YEAR SEMESTER II | | | | | | | CIA Mark | EXT Mark | TOTAL Mark |
| 7 | I | Language | U18FTA202/ U18FUR202 | 6 | 4 | Tamil/Urdu/Others-II | 25 | 75 | 100 |
| 8 | II | English | U18FEN201 | 4 | 4 | English-II | 25 | 75 | 100 |
| 9 | III | Main-Theory | U18MBA201 | 5 | 4 | Financial Accounting | 25 | 75 | 100 |
| 10 | III | Main-theory | U18MBA202 | 5 | 4 | Business mathematics and statistics-II | 25 | 75 | 100 |
| 11 | III | Allied-II | U18ABA201/ U18ABA202/ U18ABA203 | 6 | 6 | (Choose any one) Managerial Economics/ Business Organization/ Corporate E-Management- II | 25 | 75 | 100 |
| 12 | IV | Soft Skills | U18CSS201 | 2 | 1 | Soft Skills | 25 | 75 | 100 |
| 13 | IV | Value Education | U18CVE201 | 2 | 2 | Value Education | 25 | 75 | 100 |
| | | | | 30 | 25 | | 175 | 525 | 700 |

II YEAR

| S.No | Part | Course Title | Subject Codes | Hrs/ Week | Cr edi ts | Title of the Paper | Maximum Marks | | |
|-----------------------------|------|---------------------|---|--------------|-----------------|---|--------------------------|--------------------------|----------------------------|
| II YEAR SEMESTER III | | | | | | | CIA Mar k | EXT Mar k | TOT AL Mark |
| 14 | III | Main-Theory | U18MBA301 | 5 | 4 | Production Management | 25 | 75 | 100 |
| 15 | III | Main-Theory | U18MBA302 | 5 | 5 | Management Accounting-I | 25 | 75 | 100 |
| 16 | III | Main-Theory | U18MBA303 | 5 | 3 | Operation Research | 25 | 75 | 100 |
| 17 | III | Main-Theory | U18MBA304 | 5 | 3 | Organisational Behaviour | 25 | 75 | 100 |
| 18 | III | Allied-III | U18ABA301/ U18ABA302/ U18ABA303 | 5 | 4 | (Choose any one) Investment Management/ Office Management/ Business Ethics | 25 | 75 | 100 |
| 19 | IV | Skill Based Subject | U18SBA301 | 3 | 3 | Sales and Advertisement Management (SBS-I) | 25 | 75 | 100 |
| 20 | IV | Non Major Elective | U18NCM301/ U18NCH301/ U18NCA301/ U18NEN301/ U18NUR301/ U18NTA301 | 2 | 2 | Management Concept (NME-I) / Business Management and communication/ Chemistry in daily life –I / Chemistry in daily life –II/ Information Technology fundamentals/ English for communication-I / Basic Tamil-I/ Functional Urdu - I | 25 | 75 | 100 |
| | | | | 30 | 24 | | 175 | 525 | 700 |
| II YEAR SEMESTER IV | | | | | | | CIA Mar k | EXT Mar k | TOT AL Mark |
| 21 | III | Main-Theory | U18MBA401 | 5 | 3 | Material Management | 25 | 75 | 100 |
| 22 | III | Main-Theory | U18MBA402 | 5 | 4 | Management Accounting-II | 25 | 75 | 100 |
| 23 | III | Main-Theory | U18MBA403 | 5 | 3 | Human Resource Management | 25 | 75 | 100 |
| 24 | III | Main-Theory | U18MBA404 | 5 | 4 | Rural Marketing | 25 | 75 | 100 |
| 25 | III | Allied-IV | U18ABA401/ U18ABA402/ U18ABA403 | 5 | 6 | (Choose any one) Research Methodology/ Strategic | 25 | 75 | 100 |

| | | | | | | | | | |
|----|----|------------------------|---|-----------|-----------|--|------------|------------|------------|
| | | | | | | Management/ Retail Management | | | |
| 26 | IV | Skill Based Subject | U18SBA401 | 3 | 3 | Total quality Management (SBS-II) | 25 | 75 | 100 |
| 27 | IV | Non Major Elective | U18NCM401/ U18NCH401/ U18NCA401/ U18NEN401/ U18NUR401/ U18NTA401 | 2 | 2 | Business Correspondence (NME-II)/ General Commercial knowledge/ Chemistry in daily life-II/ HTML basis/ English for Communication – II/ Basic Tamil –II Functional Urdu - II | 25 | 75 | 100 |
| | | | | 30 | 21 | | 150 | 450 | 600 |

III YEAR

| S.No | Part | Course Title | Subject Codes | Hrs/ week | Cr edi ts | Title of the Paper | Maximum Marks | | |
|---------------------|------|------------------------|---------------------------------------|--------------|-----------------|---|-----------------|-----------------|-------------------|
| III YEAR SEMESTER V | | | | | | | CIA Mar k | EXT Mar k | TOT AL Mark |
| 27 | III | Main- Theory | U18MBA501 | 6 | 5 | Financial Management | 25 | 75 | 100 |
| 28 | III | Main-Theory | U18MBA502 | 6 | 5 | Marketing Management | 25 | 75 | 100 |
| 29 | III | Main-Theory | U18MBA503 | 6 | 5 | Entrepreneurial Development | 25 | 75 | 100 |
| 30 | III | Main- Theory | U18MBA504 | 5 | 3 | Stress Management | 25 | 75 | 100 |
| 31 | III | Elective | U18EBA501/ U18EBA502/ U18EBA503 | 5 | 3 | (Choose any one) Business Law/ Financial Services/ Business Environment (Elective-I) | 25 | 75 | 100 |
| 32 | III | Main | U18EINP51 | 0 | 2 | Internship Training | 25 | 75 | 100 |
| 33 | IV | Skill based Subject | U18SBAP51 | 2 | 2 | Practical-I Office Automation Lab-I (SBS-III) | 25 | 75 | 100 |
| | | | | 30 | 25 | | 175 | 525 | 700 |

| III YEAR SEMESTER VI | | | | | | | CIA Mark | EXT Mark | TOT AL Mark |
|----------------------|-----|----------------------|---------------------------------------|----|----|--|-------------|-------------|-------------------|
| 34 | III | Main- Theory | U18MBA601 | 6 | 5 | Cost Accounting | 25 | 75 | 100 |
| 35 | III | Main-Theory | U18MBA602 | 6 | 5 | Logistics and Supply Chain Management | 25 | 75 | 100 |
| 36 | III | Main-Project | U18MBAP60 | 8 | 4 | Major Project and Viva Voce | 25 | 75 | 100 |
| 37 | III | Elective | U18EBA601/ U18EBA602/ U18EBA603 | 6 | 3 | (Choose any one) Service Marketing/ Creativity and Innovation Management / Company Law (Elective-II) | 25 | 75 | 100 |
| 38 | IV | Skill based Subject | U18SBAP61 | 4 | 2 | Practical-I Office Automation Lab-II (SBS-IV) | 25 | 75 | 100 |
| 39 | V | Extension activities | U18CEA601 | 0 | 1 | Extension activities | 100 | - | 100 |
| | | | | 30 | 24 | | 225 | 375 | 600 |

OVERALL COURSE CREDITS & MARKS STRUCTURE

| PART | COURSE TITLE | NO OF PAPERS | TOTAL HOURS | CREDITS | MARKS FOR EACH PAPER | TOTAL MARKS |
|------|-----------------------|--------------|-------------|------------|----------------------|-------------|
| I | Tamil/Urdu/Others | 2 | 12 | 8 | 100 | 200 |
| II | English | 2 | 10 | 8 | 100 | 200 |
| III | Main-Theory | 18 | 93 | 68 | 100 | 1800 |
| III | Allied-Theory | 4 | 24 | 20 | 100 | 400 |
| III | Major Elective | 2 | 11 | 6 | 100 | 200 |
| III | Major Project | 1 | 8 | 8 | 100 | 100 |
| III | Internship Training | 1 | 0 | 2 | 100 | 100 |
| IV | Non Major Elective | 2 | 4 | 4 | 100 | 200 |
| IV | Skill Based-Subjects | 4 | 12 | 10 | 100 | 400 |
| IV | Soft Skills | 1 | 2 | 1 | 100 | 100 |
| IV | Environmental Studies | 1 | 2 | 2 | 100 | 100 |
| IV | Value Education | 1 | 2 | 2 | 100 | 100 |
| V | Extension Activities | 1 | 0 | 1 | 100 | 100 |
| | TOTAL | 40 | 180 | 140 | - | 4000 |

| PART TYPE | COURSE TYPE | NUMBER OF PAPERS | NUMBER OF HOURS | CREDITS | MARKS |
|----------------------|---|---------------------------------|--------------------------------|----------------|--------------|
| I | TAMIL/URDU/OTHERS | 2 | 12 | 8 | 200 |
| II | ENGLISH | 2 | 10 | 8 | 200 |
| III | MAJOR, ALLIED, ELECTIVE & INTERNSHIP TRAINING | 25 | 136 | 104 | 2500 |
| IV | NON-MAJOR, EVS, SOFT SKILLS, SKILL BASED & VALUE EDUCATION | 9 | 22 | 19 | 900 |
| V | EXTENSION ACTIVITIES | 1 | - | 1 | 100 |
| | TOTAL | 39 | 180 | 140 | 3900 |

C. ABDUL HAKEEM COLLEGE (AUTONOMOUS)

DEPARTMENT OF BUSINESS ADMINISTRATION PROGRAMME OUTCOME (PO)

| PO.No | Programme Outcomes Upon completion of the BBA Degree Programme, the graduate will be able to |
|-------|---|
| Po-1 | Obtain quality education and the capable of making a positive contribution to business, trade and industry in the global context |
| Po-2 | Pursue Professional careers and higher learning in courses as M.Com, MBA, MBS, MFM, MHRM, Ph.D., |
| PO-3 | Develop a self-employment that will be able to initiate and build upon entrepreneurial ventures and demonstrate entrepreneurship for their employer organization. |
| Po-4 | Acquire critical business skills and competencies requires for effective management in modern business |
| Po-5 | I inculcate a positive attitude towards ethical business decision and social deminsion |

| PSO.No | Programme Specific Outcomes Upon completion of this courses the students would |
|--------|--|
| PSO-1 | Acquire Academic excellence with an aptitude for higher learning, research and competitive exam |
| PSO-2 | Display competencies and knowledge in key business functional areas including accounting, marketing and management |
| PSO-3 | Learn how to effectively manage people and build strong relationship |
| PSO-4 | Enhance critical thinking and analytical skills in terms of decision making. |
| PSO-5 | Developed entrepreneurial skills for startups |

**I Year
Semester -
I**

C.ABDUL HAKEEM COLLEGE (Autonomous), Melvisharam

Syllabus for First year B.Com/BBA/BCA effective from the year 2018-2019

Class : UG First year B.Com/BBA/BCA

Semester : I

Subject Code : U18FTA102

Title : Part-I Tamil

Credits : 4

Max Marks : 75

| | |
|--------------------------|--|
| OBJECTIVES | தமிழ் மொழியின் இலக்கிய, இலக்கணச் செழுமைகளைப் பயிற்சிகளின் வழி வெளிக்கொணர்தல். |
| COURSE OUTCOME(S) | |
| CO1 | தமிழில் உள்ள பக்தி இலக்கியங்களையும் சமய இலக்கியங்களையும் அறிய வைத்தல். கவிதைகளைப் பயிற்றுவிப்பதன் மூலம் நவீன திறனாய்வு முறைகளில் ஈடுபட துணை நிறுதல். |
| CO2 | உரைநடையின் அடிப்படைத் திறனையும் பிழையின்றி எழுதும் முறையையும் உருவாக்குதல். தேர்ந்த சிறுகதைகள் பயிற்றுவிப்பதன் மூலம் படைப்பாக்க முயற்சிக்கு ஆயத்தப்படுத்தல். |
| CO3 | காலந்தோறும் தமிழ் இலக்கியங்களில் மாறுபடும் பாடுபொருள். வடிவம் முதலியவற்றை இலக்கிய வரலாற்றின் வழி உணர்த்தல்., மொழித்திறன் பயிற்சி வழி மொழி நடையை மேம்படுத்தல் |

பாடத்திட்டம்

அலகு 1 - பக்தி

- இராமலிங்க அடிகள் - திருவருட்பா
பிள்ளைச் சிறு விண்ணப்பம்
(10 பாடல்கள்)
- உமறுப்புலவர் - சீறாப்புராணம்
மழை அழைப்பித்த படலம்
(21 பாடல்கள்)
- எச்.ஏ.கிருட்டிணப்பிள்ளை - இரட்சண்ய யாத்திரிகம்
சிவ்வைப் பாடு (26 பாடல்கள்)

அலகு - 2 கவிதை

- பாரதியார் - 1. காணி நிலம் வேண்டும்...
2. தேடிச் சோறு நிதந் தின்று...
- பாரதிதாசன் - உலகப்பன் பாட்டு
- கவிமணி - ஆசிய ஜோதி - 'அருள் உரிமை'
- அப்துல் ரகுமான் - ஆறாத அறிவு
- சிற்பி - முள்... முள்... முள்...

அலகு - 3 உரைநடை

- மணவை முஸ்தபா - தமிழில் அறிவியல்
- எம்.ஆர்.எம். அப்துர் றஹீம் - வாழ்க்கையில் வெற்றி
- இறையன்பு - தேசம் எனும் நேசம்

அலகு - 4 சிறுகதை

- ஆ. விநாயக மூர்த்தி - பரிசு
- தோப்பில் முகமது மீரான் - தங்க வயல்
- வைரமுத்து - ஏழையின் தாஜ்மகால்

அலகு - 5

(அ) இலக்கிய வரலாறு

1. பக்தி & சமய இலக்கியங்கள் - அறிமுகம்
(சைவம், இசுலாம், கிறித்தவம்)
2. இக்கால இலக்கியங்கள் - தோற்றமும் வளர்ச்சியும்
(கவிதை, உரைநடை, சிறுகதை)

(ஆ) திறனறிப் பயிற்சி

1. அகரவரிசைப்படுத்துதல்
2. வல்லினம் மிகும் இடங்கள்
3. வல்லினம் மிகா இடங்கள்
4. சந்திப்பிழை நீக்குதல்
5. பொதுக் கட்டுரை

பார்வை நூல்கள்

- | | | | |
|---|---|---|--|
| 1 | இலக்கியத் தென்றல் | - | சி.அப்துல் ஹக்கீம் கல்லூரி வெளியீடு. 2018 சூன் வெளியீடு |
| 2 | கொடை வள்ளல் நவாப் சி.அப்துல் ஹக்கீம் | - | உலகத் தமிழாராய்ச்சி நிறுவனம், சென்னை முதல் பதிப்பு, 2015 |
| 3 | வாழ்க்கையில் வெற்றி | - | அப்துற்றஹீம் யுனிவர்ஸல் பப்ளிஸர்ஸ் சென்னை- 05 முப்பத்தி மூன்றாம் பதிப்பு -2011 |
| 4 | வைரமுத்து சிறுகதைகள் | - | கவிஞர். வைரமுத்து சூர்யா லிட்ரேச்சர்(பி)லிட், சென்னை -24 முதல் பதிப்பு -2016 |
| 5 | தமிழ் இலக்கிய வரலாறு | - | பேரா.மது.ச.விமலானந்தம் அபிராமி பதிப்பகம், இராயபுரம், சென்னை -13 மறு பதிப்பு -2002 |
| 6 | நற்றமிழ் இலக்கணம் | - | டாக்டர்.சொ.பரமசிவம், பட்டுப் பதிப்பகம், 1269, 32-ஆம் தெரு அண்ணாநகர் மேற்கு, கம்பர் குடியிருப்பு, சென்னை -40 பன்னிரண்டாம் பதிப்பு -2012 |

DEPARTMENT OF URDU
C.ABDUL HAKEEM COLLEGE [AUTONOMOUS], MELVISHARAM.

FOUNDATION COURSE --- URDU
[FOR B.Com., B.B.A., &B.C.A.]
SYLLABUS -- UNDER CBCS ---WITH EFFECT FROM 2018-2019
I SEMESTER
PROSE, GRAMMAR &LETTER WRITING

| | |
|-----------------|---|
| OBJECTIVES: | <ul style="list-style-type: none">✓ To promote students' proficiency in the basics of Urdu✓ To accelerate their zeal to cultivate writing Skills✓ To strengthen their reading and receptive skills. |
| COURSE OUTCOMES | <ul style="list-style-type: none">➤ Students will acquire the required academic efficiency.➤ They will be learning the techniques of exemplary writing,➤ They will develop ability to foster fast reading of Texts. |

BOOK PRESCRIBED: "ADAB-E-JAMEEL"

Published by Dept. of Urdu, C. Abdul Hakeem College, Melvisharam.

Unit – I

- | | | |
|--|---|--------------------|
| 1. SAIR PAHLAY DARWESH KI | – | Meer Amman Dehalvi |
| 2. UMEED KI KHUSHI | – | Sir Syed |
| 3. Letter to the Principal Seeking Leave | | |

Unit – II

- | | | |
|---|---|---------------------|
| 1. MIRZA GHALIB KE AKHLAQ WA ADAT | – | Moulana hali |
| 2. ZUBAIDA KHATOON | – | Abdul Haleem Sharar |
| 3. Zameer Aur UskiKhismien | | |
| 4. Letter to the Manager of a Firm Seeking Employment | | |

Unit – III

- | | | |
|---|---|----------------------|
| 1. NOOR JHAN | – | Mohamed Hussain Azad |
| 2. SAWERE JO KAL ANKH MERI KHULI | – | Patras Bukhari |
| 3. Sifat Aur UskiKhimein | | |
| 4. Letter to a Publisher of Book Seller Placing Order for Books | | |

Unit – IV

- | | | |
|---|---|---------------------|
| 1. KHUD GHARAZ DOST | – | Duputi Nazeer Ahmed |
| 2. SIR SYED MARHOOM AUR URDU LITERATURE– | | Allama Shibli |
| 3. Letter to the Father / Guardian Asking Money for Payment of College Fees | | |

Unit – V

1. Letter to a Friend Inviting Him to Your Sister's Marriage
2. Sifat Aur UskiKhimein
3. Fe'l Aur UskiKhimein
4. Lawazim-E-Ism
5. Alamat-E-Fael "Nay" Aur Alamat-E-Mafo'ol "Ko" KeQuaide



C. ABDUL HAKEEM COLLEGE (AUTONOMOUS) **DEPARTMENT OF ENGLISH & RESEARCH STUDIES**

Affiliated to Thiruvalluvar University, Vellore & Re-Accredited by NAAC
Hakeem Nagar, Melvisharam- 632 509, Vellore District

Part - II Foundation English **Syllabus for First Semester – [Effective From 2018-19]** **CBCS PATTERN**

Course Outcome(s)

- **CO1:** Understand various forms of literature like Prose, Poetry, Biography, Short Story and Drama.
- **CO2:** Acquire the knowledge of grammatical system of English Language and also develop four Language Skills. (LSRW)

UNIT - I

PROSE

- | | |
|--------------------------------|-------------------|
| 1. The Curse of Untouchability | M.K. Gandhi |
| 2. India and Democracy | Dr. B.R. Ambedkar |
| 3. The Ant and the Grasshopper | W.S. Maugham |
| 4. My Lost Dollar | Stephan Leacock |

UNIT – II

POETRY

- | | |
|-----------------------------|---------------------|
| 1. All the World is a Stage | William Shakespeare |
| 2. La Belle Dame Sans Merci | John Keats |
| 3. Ozymandias | P.B. Shelley |
| 4. A River | A.K. Ramanujan |

UNIT - III

SHORT STORIES

- | | |
|--------------------------|---------------|
| 1. The Doctor's Word | R. K. Narayan |
| 2. The Model Millionaire | Oscar Wilde |

UNIT - IV

ONE-ACT PLAY & BIOGRAPHY

- | | |
|--------------------------|----------------|
| 1. The Refund | Fritz Karinthy |
| 2. Biography of Socrates | |

UNIT - V

WARM UP

1. Lexical Skills:

1. Words
2. Synonyms and Antonyms
3. Homonyms, Homophones
4. Words often confused

2. Descriptive Grammar:

1. Describing the Parts of Speech
2. The Phrase and The Clause
3. The Sentence and its types
4. Nouns

3. Traditional Grammar:

1. The Tenses- Introduction

Present Tense

- Simple Present Tense
- Present Continuous Tense
- Present Perfect Tense
- Present Perfect Continuous Tense

2. Voice of the Verb

4. Communication Skills (LSRW):

1. Greeting
2. Introducing
3. Inviting someone
4. Seeking Permission

5. Composition:

1. Letter Writing
2. Dialogue Writing
3. Report Writing
4. Précis Writing
5. Reading for Comprehension

Prescribed Book: HALL OF FAME – I Board of Editors, Published by Emerald publishers,

Egmore, Chennai – 600 008: www.emeraldpublishers.com, Mail: info@emeraldpubliser.com

C. ABDUL HAKEEM COLLEGE (AUTONOMOUS), MELVISHARAM
Syllabus for Business Administration effective from the Year 2018-2019

Year: I Year
Semester: I Major-1
Credits: 3

Subject Code: U18MBA101
BUSINESS MANAGEMENT

Max Marks.75

| | |
|--------------------------|---|
| OBJECTIVES | To Understand the basic principles of Business Management |
| COURSE OUTCOME(S) | |
| CO1 | To understand the basic concepts of Management |
| CO2 | To learn about planning and Decision making |
| CO3 | To understand the concepts of Organizing and Span of management |
| CO4 | The students will be able to learn about Authority and Delegation |
| CO5 | To acquire Knowledge about Coordination and control |

UNIT-I: Introduction to Management

Management - meaning - Definition - Nature and Scope of Management – Importance of management process-Henry Fayol's 14 Principles of Management-Management vs. Administration- Role and function of a Manager - Levels of Management - Management Art or Science.

UNIT-II: Planning

Planning - Nature - Importance - Steps in Planning-Limitation-Types - Decision making - Process of decision making - Types of decision- Problem in Decision Making.

UNIT-III: Organizing

Organizing –meaning-Definition-Nature and Elements- Steps-Organizational structure- Types of Organization structure - Informal Organization-Formal vs. Informal.
Span of Control –Factors Affecting Span of Management- Departmentalization – Needs- Importance-Types.

UNIT-IV: AUTHORITY AND DELEGATION

Authority – Features-Difference between Authority and Responsibility-Delegation-Benefits- Process- Reasons For Non-Delegation-Guidelines for Effective Delegation-Decentralization- benefits-Factors-How to make Decentralization Effectives.

UNIT-V: CO-ORDINATION AND CONTROL

Co-ordination - Need for co-ordination - Principles - Techniques –Controlling - Meaning and importance of Controls - Control Process.

TextBooks

1. J.Jayasankar-Principles of Management-Margham Pub

Reference Books

1. Prasad L.M.-Principles and Practice of Management
2. Gupta CB –Business Management

C. ABDUL HAKEEM COLLEGE (AUTONOMOUS), MELVISHARAM
Syllabus for Business Administration effective from the Year 2018-2019

Year: I Year Subject Code:U18MBA102 Semester: I
Major-2 **BUSINESS MATHEMATICS AND STATISTICS -I**
Credits: 4 Max Marks.75

| | |
|--------------------------|---|
| OBJECTIVES | To Understand the knowledge about business mathematics and statistics |
| COURSE OUTCOME(S) | |
| CO1 | To understand the concept of a mathematical finance |
| CO2 | To provide through knowledge about the sets and Venn diagram |
| CO3 | To understand the basic concept of statistics |
| CO4 | To acquired knowledge of measures of central tendency |
| CO5 | To understand the concepts of measures of dispersion |

UNIT – I

Mathematics for Finance- Simple and Compound Interest-Discount on Bills-Pay Roll Wages, commission.

UNIT-II

Sets-Set of Operation-Venn Diagram-Law of Sets-Commutative Laws-Associative Laws-Distributive Laws- De Morgan's Laws.

UNIT-III

Statistics-Meaning-Definition-Functions-Scope and Limitations-Sources of data-Presentation of Data- Diagrammatic and Graphical Representation of Data.

UNIT-IV

Measures of Central Tendency-Mean-Median and Mode-GM and HM-Uses and their limitations.

UNIT-V

Measures of Dispersion-Range- Mean Deviation-Quartile Deviation-Standard Deviation-Coefficient Variations.

Text Books

J.K Sharma- Business Statistics

Reference Books:

1. Navaneetham- Business statistics&Mathematics
2. P.R Vittal- Business statistics&Mathematics

C. ABDUL HAKEEM COLLEGE (AUTONOMOUS), MELVISHARAM
Syllabus for Business Administration effective from the Year 2018-2019

Year: I Year

SubjectCode:U18ABA101

Semester: I

Allied-1

A.BUSINESS COMMUNICATION(ALLIED)

Credits: 4

Max Marks.75

| | |
|--------------------------|---|
| OBJECTIVES: | To acquire the basic concepts and meaning of communication and Developing skills regarding various business correspondents |
| COURSE OUTCOME(S) | |
| CO1 | It enables the student to know about the communication characteristics and make effective communication process in the modern world |
| CO2 | This unit helps the students to know about the different types of letters |
| CO3 | It provides knowledge to draft Various types of circular Letter |
| CO4 | It helps the students to develop skills to prepare agenda, minutes and annual reports |
| CO5 | It provides wide knowledge to the students about Modern communication |

UNIT-I INTRODUCTION

Communication-Importance and Needs of communication to business - Objectives- Communication Cycles-Barriers-Communication Media-types- types -Principles of effective Communication- Formal and InformalCommunication

UNIT-II

Business letters – Structure – Function - Qualities of a good business letter –Kinds of Business Letter - Business enquiries, Offer and Quotations, Orders, Cancellation of orders, Letters of Complaints, Collection letters.

UNIT-III

Circular Letters - Bank correspondence - Insurance correspondence - Application for Situations.

UNIT-IV

Correspondence of a company secretary - Preparation of Agenda and Minutes - Annual Reports

UNIT-V

Hi-Tech Communication – Word processing-internet: Websites-Email - Facsimile- Video Conferencing-Multimedia.

Text Books:

Rajendra Pal and Korlehalli- Essentials of Business Communication

Reference Book

1. S.M Ramesh &C.C Pattanshetti-Business Communication.

C. ABDUL HAKEEM COLLEGE (AUTONOMOUS), MELVISHARAM
Syllabus for Business Administration effective from the Year 2018-2019

Year: I Year

Subject Code: U18ABA102

Semester: I

Allied-1

B.PRINCIPLES OF INSURANCE

Credits: 4

Max Marks.75

| | |
|--------------------------|--|
| OBJECTIVES | To Familiarize the students on insurance concepts and types of insurance |
| COURSE OUTCOME(S) | |
| CO 1 | TO understand the meaning of insurance and its classification |
| CO 2 | A study on Life Assurance and Annuities |
| CO 3 | It helps the Students to understand Marine Insurance. |
| CO 4 | Outlines types of marine policies and reinsurance |
| CO 5 | Summarizes the concept of fire insurance |

UNIT-I

Definition of insurance - classification of Contracts of insurance - marine and non-marine - general principles of law as applied to non-marine insurance.

UNIT-II

Life Assurance - objects of life Assurance - principles of life Assurance - different plans of life Assurance and annuities - policy condition and privilege - assignment and nomination - lapses and revivals - surrender values and loans - claims - double insurance.

UNIT-III

Marine insurance- principles of marine insurance - functions of marine insurance - proximate clause - subrogation and contribution

UNIT-IV

Types of marine policy - clauses in general use - warranties - kinds of marine losses - reinsurance and double insurance.

UNIT-V

Fire insurance - principles of law as applied to fire insurance - the subject matter of fire insurance - fire waste - hazard types of fire policy - cover notes - surveys and inspection average - re-insurance - renewals.

Text and Reference Books:

1. Dr. B. Vardharajan - Insurance Vol 1 and 2. - Tamil TextBook.
2. R.S. Sharma - Insurance Principle & Practice - Vara Bombay,2006.
3. A. Murthy - Elements of Insurance Risk management & Insurance - Harrington, 2006 - Tata McGraw Hillpub.

Year: I

Subject Code: U18ABA103

Semester: I

Allied: I

CORPORATE E-MANAGEMENT - I

Credits: 3

Max.Marks: 75

| | |
|--------------------------|--|
| OBJECTIVES: | To identify the role and importance of Computers in a managerial Job. To understand the concepts in hardware and software and also to learn the uses of Internet and Website for Business purpose. |
| COURSE OUTCOME(S) | |
| CO1 | The students will be able to learn the uses of computer in Different fields. |
| CO2 | Learners will be able to understand the use of Input and Output Devices and system software application |
| CO3 | Learners will be able to secure wide knowledge in Data Communication and Computer Networks |
| CO4 | Learners will develop the ability to use Operating System in business |
| CO5 | Learners will know the role of Internet and its Applications |

UNIT – I

Introduction to Computers: Definition - Characteristics of a Computer - Classification of Computers - Basic Anatomy of the Computer - Applications / Uses of Computers in different fields

UNIT – II

Input and Output Devices: Input Devices - Output Devices - Data Representation - Programming Languages / Computer Languages - Software: System Software - Application Software

UNIT – III

Data Communication and Computer Networks: Data Communication - Computer Network - The Uses of a Network - Types of Networks - Network Topologies- Transmission Media: Guided Transmission Media - Wireless Transmission

UNIT – IV

Operating System: Evolution of operating systems - Function of Operating System - Classification of Operating – System - Example of Operating System – DOS –Windows – UNIX - Linux

UNIT – V

Internet and its Applications : History of Internet - Uses of Internet - Advantages of Internet - ISP - Internet Services - IP Address - Web Browser - URL - DNS - Internet Explorer - Types of internet connections - E-mail - Search Engine.

Text books:

1. P. Rizwan Ahmed: Introduction to Information Technology, Second Edition(2016), Margham Publications, Chennai.

I Year

Semester - II

C.ABDUL HAKEEM COLLEGE (Autonomous), Melvisharam

Syllabus for First year B.Com/BBA/BCA effective from the year 2018-2019

Class : UG First year B.Com/BBA/BCA

Semester : II

Subject Code : U18FTA202

Title : Part-I Tamil

Credits : 4

Max Marks : 75



| | |
|--------------------------|--|
| OBJECTIVES | தமிழ் மொழியின் இலக்கிய, இலக்கணச் செழுமைகளைப் படைப்புகளின் வழி வெளிக்கொணர்தல். |
| COURSE OUTCOME(S) | |
| CO1 | சங்க இலக்கிய வகைமை, வடிவம் தெரிந்து கொள்ளல். காலந்தோறும் நிலவி வந்த அறம் சார் விழுமியங்களைப் புரிந்து கொள்ளல். |
| CO2 | தமிழ்ச் சிற்றிலக்கிய மரபுகளை விளக்குவதோடு மட்டுமல்லாமல் இடைக்கால தமிழ் மக்களின் வாழ்வியலை விளக்குதல். ஆளுமைகளின் அறிமுகத்தால் தன்னம்பிக்கை, விடாமுயற்சி, ஆளுமைத்திறன்களை விளக்கி எடுத்துரைத்தல். |
| CO3 | காலந்தோறும் தமிழ் இலக்கியங்களில் மாறுபடும் பாடுபொருள். வடிவம் முதலியவற்றை இலக்கிய வரலாற்றின் வழி உணர்த்தல்., மொழித்திறன் பயிற்சி வழி மொழி நடையை மேம்படுத்தல். |

பாடத்திட்டம்

அலகு - 1 சங்க இலக்கியங்கள்

1. குறுந்தொகை - 6 செய்யுட்கள்
2. புறநானூறு - 6 செய்யுட்கள்
3. சிறுபாணாற்றுப்படை - 1 முதல் 111 அடி வரை

அலகு - 2 நீதி இலக்கியங்கள்

1. திருக்குறள் - 1. பெரியாரைத் துணைக் கோடல்
2. கல்வி
3. காதல் சிறப்புரைத்தல்
2. பழமொழி நானூறு - 10 செய்யுட்கள்
3. இனியவை நாற்பது - தேர்ந்தெடுத்த 10 செய்யுட்கள்

அலகு - 3 பல்கலை இலக்கியங்கள்

1. குற்றாலக் குறவஞ்சி - தேர்ந்தெடுத்த 7 பாடல்கள்
2. முத்தொள்ளாயிரம் - தேர்ந்தெடுத்த 9 பாடல்கள்
3. காளமேகப்புலவர் - தேர்ந்தெடுத்த 7 பாடல்கள்

அலகு - 4 வாழ்க்கை வரலாறு

1. தமிழ்த் தாத்தா டாக்டர். உ.வே. சாமிநாதையர்
2. நவாப். சி.அப்துல் ஹக்கீம்
3. அன்னை தெரசா

DEPARTMENT OF URDU
C.ABDUL HAKEEM COLLEGE [AUTONOMOUS], MELVISHARAM.

FOUNDATION COURSE --- URDU
[FOR B.Com., B.B.A., & B.C.A.]
SYLLABUS -- UNDER CBCS ---WITH EFFECT FROM 2018-2019

II SEMESTER

POETRY, AFSANA & TRANSLATION

| | |
|------------------------|--|
| OBJECTIVES: | <ul style="list-style-type: none"> ✓ To streamline students' alacrity towards Top Writers in Urdu. ✓ To augment their affinity for enriched Urdu Literature. ✓ To further their skills to translate from English to Urdu. |
| COURSE OUTCOMES | <ul style="list-style-type: none"> ➤ Students will get inspired to read more Writers in Urdu. ➤ They will expose themselves to more Urdu Literature. ➤ They will emerge as Masters of translation in specified languages. |

BOOK PRESCRIBED: "ADAB-E-JAMEEL"

Published by Dept. of Urdu, C. Abdul Hakeem College, Melvisharam.

Unit – I

- | | | |
|--------------------|---|-------------------------------------|
| 1. JAMUN KA PED | – | Krishan Chander |
| 2. QAUMI GEETH | – | Allama Iqbal |
| 3. MEER TAQI MEER | – | HasthiApniHabbab Ki Si Hai |
| 4. KHAJA MEER DARD | – | Tohmaten Chand ApneZimmz Dhar Chale |

Unit – II

- | | | |
|-----------------------|---|--------------------------------|
| 1. BADA GHAR KI BATI | – | Prem Chan |
| 2. TAJ MAHAL | – | SahirLudhyanwi |
| 3. SHAIK IBRAHIM ZAUQ | – | LayiHayathAayeQaza Le Chali |
| 4. MIRZA GHALIB | – | Dil Hi To Hai Na Sang WaKhisht |

Unit – III

- | | | |
|---|---|--------------------------|
| 1. KHUSH NASEEB | – | Ali Akbar Amburi |
| 2. MOMIN KHAN MOMIN | – | Adam Mein Rehthe |
| 3. JIGAR MURADABADE | – | Dil Gaya RonaqHayathGayi |
| 4. A General Passage Translation from English to Urdu | | |

Unit – IV

- | | | |
|---|---|---|
| 1. DARD KA EHSAS | – | Ameerunnisa |
| 2. FIRAQ | – | Sar Mein SoudaBhiNahin |
| 3. KAWISH BADRI | – | Az Sare Nav Fikr Ka Aaghaaz Karna Chahiye |
| 4. A General Passage Translation from English to Urdu | | |

Unit – V

- | | | |
|---|---|---|
| 1. NAGHMA-E-HASRATH | – | Akbar Allahbadi |
| 2. SHAKIR NAITHI | – | Shahid Maqsood Ek Din Rubaroo Ho Jayega |
| 3. PARVEEN | – | Chalna Ka HosalaNaye |
| 4. A General Passage Translation from English to Urdu | | |



C. ABDUL HAKEEM COLLEGE (AUTONOMOUS)
DEPARTMENT OF ENGLISH & RESEARCH STUDIES
Affiliated to Thiruvalluvar University, Vellore & Re-Accredited by NAAC
Hakeem Nagar, Melvisharam- 632 509, Vellore District

Part - II Foundation English
Syllabus for Second Semester – [Effective From 2018-19]
CBCS PATTERN

Course Outcome(s)

- **CO1:** Comprehend various forms of literature like Prose, Poetry, Biography, Short Story and Drama.
- **CO2:** Develop the knowledge of grammatical system of English Language and also develop four Language Skills. (LSRW)

UNIT - I

PROSE

- | | |
|---|----------------|
| 1. The Eternal Silence of These Infinite Crowds | N.C. Chaudhari |
| 2. Comfort | Aldous Huxley |
| 3. The Challenge of Our Time | E.M. Foster |
| 4. Words of Wisdom | ChetanBhagat |

UNIT – II

POETRY

- | | |
|------------------------------------|----------------|
| 1. Kubla Khan | S.T. Coleridge |
| 2. I Know Why the Caged Bird Sings | Maya Angelo |
| 3. Punishment in Kindergarten | Kamala Das |
| 4. The Unknown Citizen | W.H. Auden |

UNIT - III

SHORT STORIES

- | | |
|------------------|---------------------|
| 1. A Devoted Son | Anita Desai |
| 2. A Cup of Tea | Katherine Mansfield |

UNIT - IV

ONE-ACT PLAY & BIOGRAPHY

- | | |
|---------------------------------------|---------------------|
| 1. Funeral Oration from Julius Caesar | William Shakespeare |
| 2. Biography of Sir Syed Ahmed Khan | |

UNIT - V

WARM UP

1. Lexical Skills:

1. One Word Substitutes
2. Correct Usage of words
3. Commonly misspelt words
4. Formation of plurals

2. Descriptive Grammar:

1. Articles and its kinds
2. Prepositions and its kinds
3. Pronouns
4. Kind of Pronouns
5. Verbs – Transitive and Intransitive Verbs

3. Traditional Grammar:

1. The Tenses- Introduction

Past Tense

- (a) Simple Past Tense
- (b) Past Continuous Tense
- (c) Past Perfect Tense
- (d) Past Perfect Continuous Tense

2. Direct and Indirect Speech

4. Communication Skills (LSRW):

1. Offering a Suggestion
2. Asking For Advice
3. Persuading
4. Complimenting

5. Composition:

1. Electronic Mail
2. Body Language
3. Facing and Interview
4. Negotiating
5. Group Discussion

Prescribed Book: HALL OF FAME – II Board of Editors, Published by Emerald publishers,

Egmore, Chennai – 600 008: www.emeraldpublishers.com, Mail: info@emeraldpubliser.com

C. ABDUL HAKEEM COLLEGE (AUTONOMOUS), MELVISHARAM
Syllabus for Business Administration effective from the Year 2018-2019

Year: I Year

Subject Code: U18MBA201

Semester: II

Major-3

FINANCIAL ACCOUNTING

Credits: 4

Max Marks.75

| | |
|--------------------------|--|
| OBJECTIVES: | To gain knowledge of Accounting in Business. |
| COURSE OUTCOME(S) | |
| CO1 | To familiarize students with the various concepts of accounting and to reconcile the Accounting cycle. |
| CO2 | To make students to Solve trail balance, Depreciation |
| CO3 | Students will be able to Prepare Final accounts with Adjustment |
| CO4 | To gain insight power to solve Single entry system |
| CO5 | To facilitate students to solve company account |

UNIT-I

Accounting – Meaning – Definition-Objectives of Accounting -Accounting concepts - conventions - rules -principles of double entry system - journal - ledger - subsidiary books. (Purchases book, sales book, returns book and cash books).

UNIT-II

Trial Balance - Depreciation - Need for depreciation –Causes of Depreciation -Straight line Methods, Diminishing balance method only.

UNIT-III

Final Accounts-Preparation of Trading, Profit and Loss account and Balance sheet.

UNIT-IV

Single Entry System-Meaning-Merits-Demerits-Difference between Single Entry and Double Entry System- Net worth Method only

UNIT-V

Company accounts - Shares – Issue of shares (at Par, premium & discount), Forfeiture and Reissue.

(Marks Weightage 20:80)

Text Book

Reddy &Murthy–Financial Accounting

Reference Books:

1. Grewal. T.S - Introduction to Financial Accounting
2. Jain.S.P- Introduction to Financial Accounting

C. ABDUL HAKEEM COLLEGE (AUTONOMOUS), MELVISHARAM
Syllabus for Business Administration effective from the Year 2018-2019

Year: I Year

Subject Code: U18MBA202

Semester: II

Major-4 **BUSINESS MATHEMATICS AND STATISTICS-II**

Credits: 4

Max Marks.75

| | |
|--------------------------|---|
| OBJECTIVES | To Understand the basic of Business Mathematics and Statistics |
| COURSE OUTCOME(S) | |
| CO1 | To understand the basic concepts of Matrix Operation. |
| CO2 | To understand how to solve Simultaneous equation in Matrix |
| CO3 | The students will be able to understand about the concept of Correlation and Regression Analysis. |
| CO4 | They will be able to understand the basic concept of Time Series Analysis. |
| CO5 | It provides through knowledge about Index Numbers. |

UNIT-I

Matrix Theory – Operation on Determinants – Inverse of a Square Matrix. (Not more than 3rd order)

UNIT-II

Solving Simultaneous Equation Using Matrix Method.

UNIT-III

Correlation – Karl Pearson's correlation – Concurrent deviation method – rank correlation – regression – regression lines – regression coefficients.

UNIT-IV

Time series – components of time series- measurement of trend –semi average method – moving average method – method of least squares – measurement of seasonal variations- simple average method.

UNIT-V

Index numbers – weighted and Un-weighted index number – cost of living index number –test on index numbers. (TRT and FRT)

NOTE: (the proportion between theory and problems shall be 20:80)

Text Books

J.K Sharma- BusinessStatistics

Reference Books:

1. Navaneetham- Business statistics &Mathematics
2. P.R Vittal- Business statistics &Mathematics

C. ABDUL HAKEEM COLLEGE (AUTONOMOUS), MELVISHARAM

Syllabus for Business Administration effective from the Year 2018-2019

Year: I Year

Subject Code:U18ABA201

Semester: II

Allied-2

A.MANAGERIAL ECONOMICS(ALLIED)

Credits: 6

Max Marks.75

| | |
|-------------|--|
| CO 1 | Illustrate basics principles of economics and relations to other social sciences |
| CO 2 | To know about demand analysis, elasticity concepts of demand also understand demand forecasting. |
| CO 3 | To know about supply analysis, elasticity concepts of supply. |
| CO 4 | To acquire knowledge of the key factors of production and concepts of cost |
| CO 5 | To make the students understand about different types of Market structures. |

UNIT – I: Introduction to Managerial Economics

Economics –Meaning- Definition- Important concept of Economics- Basic Economic problem - Relationship between Micro and Macroeconomics- Managerial Economics - Nature and Scope - Objectives of the Firm.

UNIT- II: Demand Analysis

Demand analysis – Law of demand –Determinants of Demand - Types of demand – price and demand – income and demand – Elasticity of Demand –Types – Measurement-Importance – Demand forecasting.

UNIT- III: Supply Analysis

Supply Analysis– meaning of supply – law of supply – determinants of supply – contraction and expansion of supply – increase and decrease in supply – elasticity of supply and its measurement – Break Even Analysis – determination – assumptions – advantages – limitations.

UNIT-IV:Production and Cost Analysis

Production and Cost Analysis - cost – types – cost reduction – cost control- Economies of scale - different cost concepts – Law of returns to scale- Cost - output relationship - Short run and long run.

UNIT-V:Market structure

Market structure - Basis of Market classification –Price and Output determination –Features- Advantages- Limitations - Perfect Competition - Monopoly - Monopolistic Competition

Text Books

Sankaran- Business Economics- Margham Publication

Reference Book:

1. Varshney RL and MaheshwariKL –Managerial Economics.
2. Yogesh Maheshwari - Managerial Economics - Prentice-Hall of India.

C. ABDUL HAKEEM COLLEGE (AUTONOMOUS), MELVISHARAM
Syllabus for Business Administration effective from the Year 2018-2019

Year: I Year
Allied-2
Credits: 6

Subject Code: U18ABA202
B.BUSINESS ORGANISATION

Semester: II

Max Marks.75

| | |
|--------------------------|---|
| OBJECTIVES | To enable the students to learn the basics and types of business organization |
| COURSE OUTCOME(S) | |
| CO 1 | Describe the meaning of business, Profession & organization |
| CO 2 | Outline the types of business Organization |
| CO 3 | Analysis factors influencing Industry Location |
| CO 4 | A study of stock Exchange and its functions |
| CO 5 | A study of Trade Associations and chamber of commerce and their contribution |

UNIT-I

Business - Meaning - Types of Business and Profession - Organization - Meaning and importance of Business Organization.

UNIT-II

Forms of Business Organization - Sole Trader, Partnership - Joint Hindu Family System - Joint Stock Companies - Co-operative Societies - Public Utilities and Public Enterprises.

UNIT-III

Location of Industry - Factors influencing location and size - Industrial Estates and District Industries Centre.

UNIT-IV

Stock Exchange - Functions - Working - Services - Regulations of Stock Exchange in India, Business combinations - Causes - Types - Effects.

UNIT-V

Trade Associations and Chamber of Commerce.

Text and Reference Books:

1. Bhusan Y. K - Business Organization.
2. Prakesh Jagadeesh - Business Organization and Management.

C. ABDUL HAKEEM COLLEGE (AUTONOMOUS), MELVISHARAM
Syllabus for Business Administration effective from the Year 2018-2019

Year: I
Allied: II
Credits: 3

Subject Code: U18ABA203
CORPORATE E-MANAGEMENT - II

Semester: II
Max Marks: 75

| | |
|--------------------------|--|
| OBJECTIVES: | To identify the role and importance of Computers in a managerial Job. To understand the concepts in hardware and software and also to learn the uses of Internet and Website for Business purpose. |
| COURSE OUTCOME(S) | |
| CO1 | The students will be able to acquire the knowledge of Management Information System |
| CO2 | Learners will be able to understand the Functional MIS |
| CO3 | To provide wide knowledge in the area of Decision Support System |
| CO4 | To Learners will develop the ability to understand the E-Commerce |
| CO5 | To know the role and usage of Online Payment |

UNIT-I

Management Information System(MIS) –Definition Evolution of MIS- Objectives of MIS-Structure of MIS- Advantages of MIS-Characteristics of MIS-Role of MIS-Uses of MIS-Prerequisites of an Effective MIS- Limitations of MIS -MIS and Other Discipline

UNIT-II

Functional MIS: Marketing System- Personnel Management-Financial Management-Production Management- Accounting System Manufacturing System-Inventory Control System-Budgetary Control System- Computerized Accounting Systems: Basic requirements –Limitations- Advantages - Disadvantages

UNIT-III

Decision Support System - Components of a DSS -Attributes of Decision Support Systems-Types of Decision Support Systems-Executive Support Systems - Components of Executive Information System - Characteristics of the Executive Support System – Development of MIS

UNIT-IV

E-Commerce - Evolution of E-Commerce Definition - Traditional Commerce versus E-Commerce - Commerce Framework- Media Convergence -Anatomy of E-Commerce Applications - Architectural Framework for E-Commerce - Categories of E-Commerce – Benefits, Advantages, Disadvantages, Applications.

UNIT-V

Introduction - Online Payment -Types of Electronic Payment Systems (EPS) - E-Cash- Electronic Cheques- Electronic Wallets - Credit Cards- Debit Cards- Smart Card Micropayment- Security issues on EPS - Stored Value Cards-Charge Card-Banking – Net, Mobile - Net Banking-Mobile Banking

Text Books:

1. P.Rizwan Ahmed, Management Information System, Margham Publications, Chennai.
2. P.Rizwan Ahmed, E-Commerce and E-Business, Margham Publications, Chennai.

II Year

Semester - III

C. ABDUL HAKEEM COLLEGE (AUTONOMOUS), MELVISHARAM

Syllabus for Business Administration effective from the Year 2019-20

Year: II Year
Major -5
Credits: 4

Subject Code: U18MBA301
Production Management

Semester: III
Max Marks. 75

| | |
|--------------------------|---|
| OBJECTIVES | To Understand the basic concepts and anticipate issues in production and operation process. |
| COURSE OUTCOME(S) | |
| CO1 | To Identify the elements of production management |
| CO2 | Learn to develop aggregate capacity plans in production environment |
| CO3 | To understand the techniques of plant location and plant layout |
| CO4 | To understand the operation in production |
| CO5 | To develop and understand the quality control system |

UNIT-I-INTRODUCTION

Production Management - Meaning - Function & Responsibility of Production Management- Objectives - Scope - Problem of Production Management - Importance.

UNIT-II PRODUCTION PLANNING & CONTROL

Meaning - Advantages - Functions - Maintenance–Meaning - Types - Functions of Maintenance program - Scheduling - Meaning - Problem – Inputs of Scheduling.

UNIT-III PLANT LOCATION & LAYOUT

Meaning - Recent trends in location of Industry - Advantages of Urban, Sub urban & Rural Locations - Objectives - Factors Influencing Plant Location.

PlantLayout-Meaning-Characteristics-Principles-FactorsInfluencingPlantLayout-Types of Layout – Problem of Layout.

UNIT-IV METHODSTUDY

Meaning - Importance - Oralytical Approach of Method Study - Time Study – Method Study symbols - Objectives - Steps Involved in Method Study.

UNIT-V QUALITY CONTROL

Meaning - Importance of Quality Control system - Inspection - Kinds of Inspection - Objectives - Functions - Pie Chart, X Chart.

Text Books:

1. Saravanavel.Pand Sumathi S-ProductionandMaterialsManagement.

C. ABDUL HAKEEM COLLEGE (AUTONOMOUS), MELVISHARAM

Syllabus for Business Administration effective from the Year 2019-20

Year: II Year

Subject Code: U18MBA302

Semester: III

Major - 6

Management Accounting – I

Credits: 5

Max. Marks.75

| | |
|--|--|
| OBJECTIVES | To familiarize the students regarding various services provided to the management by the use of management accounting for Decision Making. |
| COURSE OUTCOMES After completing the course, the students shall be able to: | |
| CO1 | Basic understanding of Management Accounting and financial Statement analysis |
| CO2 | Student will be able to solve Profitability and turnover ratio in Ratio Analysis. |
| CO3 | Student will be able to solve liquidity and solvency Ratio in Ratio Analysis. |
| CO4 | Learners will develop an ability to solve Fund flow statement. |
| CO5 | Learners will develop an ability to solve cash flow statement. |

Unit-I INTRODUCTION

Management Accounting – Meaning, Objectives functions - Advantages and limitations- Difference between Financial and Management Accounting- Financial statement Analysis.

Unit-II RATIO ANALYSIS

Ratio Analysis: Meaning, Definition – Significance and limitations – Classification – Turnover and Profitability Ratios.

Unit-III RATIO ANALYSIS

Ratio Analysis: Concept of ratio, Uses of Ratio – Liquidity, Solvency.

Unit-IV FUND FLOW STATEMENT

Fund Flow Analysis: Meaning–Objectives, functions–concept of funds, sources and uses of funds–fund flow statement.

Unit –V CASH FLOW STATEMENT

Cash flow Analysis: Meaning – Objectives, functions–Cash Flow statement.
(Weightage of Marks, Problems – 80%, Theory – 20%)

Text Book

T.S. Reddy & Hari Prasad Reddy – Management Accounting – Margham Publications, Chennai.

Reference Books:-

1. S.N. Maheswarin – Management Accounting – Sultan Chand & Sons, New Delhi.

C. ABDUL HAKEEM COLLEGE (AUTONOMOUS), MELVISHARAM
Syllabus for Business Administration effective from the Year 2019-20

II- Year
Major - 7
Credits: 3

Subject Code: U18MBA303
OPERATIONS RESEARCH

Semester: III
Max. Marks.75

| | |
|--------------------------|---|
| OBJECTIVES: | To understand and apply statistical tools in Business. |
| COURSE OUTCOME(S) | |
| CO1 | The students will be able to understand the techniques of Linear Programming Problems |
| CO2 | The students will be able to acquire the knowledge of Transportation and Assignment. |
| CO3 | The students will be able to acquire the knowledge of Game theory. |
| CO4 | They will be able to know the Sequencing and Replacement Models. |
| CO5 | The students will be able to acquire the knowledge of Network Analysis |

UNIT-I: INTRODUCTION TO OPERATION RESEARCH

Operation Research (OR) – Nature and Significance of OR – Various models in OR – Applications and scope of OR – Linear Programming (LPP) – Characteristics of LPP and its formulation – Graphical method of solving LPP.

UNIT-II ASSIGNMENT AND TRANSPORTATION

Assignment problem and its solution – Transportation problem – Method of finding initial basic solutions, NWC, LCM and VAM – Simple problems.

UNIT-III GAME THEORY

Game theory – Two person zero sum games – pure and mixed strategies – saddle point – Dominance Rules – Graphical solution of Rectangular games.

UNIT-IV SEQUENCING AND REPLACEMENT OF ITEMS

Sequencing problem – Processing job through two machines – Processing job through three machines – Replacement models – Replacement of items whose efficiency deteriorates with time – Simple problems.

UNIT-V NETWORK DIAGRAM

Introduction – PERT, CPM – Basic difference between PERT – CPM – Construction of Network diagrams – critical path analysis – Three time estimates.
(Weightage of Marks, Problems — 80%, Theory -20%)

Text and Reference Books:

1. J.K.Sharma(2002):OperationsResearch–TheoryandApplicationsMacmillian.
2. P.K.GuptaandHiraD.S(1995):ProblemsinoperationsResearch,S.Chanand Company Ltd.,NewDelhi.
3. Taha.H.A.(1997):OperationsResearch–AnIntroduction,PHI
4. R.PaneerSelvam(2000):OperationsResearch,PHI

C. ABDUL HAKEEM COLLEGE (AUTONOMOUS), MELVISHARAM

Syllabus for Business Administration effective from the Year 2019-20

Year: II Year

Subject Code: U18MBA304

Semester: III

Major - 8

ORGANISATIONAL BEHAVIOUR

Credits: 3

Max.Marks.75

| | |
|--------------------------|---|
| OBJECTIVES: | To Provide Knowledge on Employee's Behaviour and Their Managerial Implications and To Improve Knowledge on Organizational Dynamics. |
| COURSE OUTCOME(S) | |
| CO1 | It is an Introduction to Fundamental Factors Determining Individual Behaviour. |
| CO2 | It Provides an Insight on Group and Group behaviour. |
| CO3 | It is a Study on Motivation, Motivation Theories and Leadership. |
| CO4 | It is Study on Organizational change and Stress |
| CO5 | It is a Study of Quality Work life |

UNIT I: INTRODUCTION

Meaning - key elements of OB – nature – fundamental factors determining individual Behavior: personal factors, organizational factors, Psychological factors and environmental factor.

UNIT II: GROUP AND GROUP BEHAVIOUR

Meaning of group and group dynamics – reasons for the formation of groups – Characteristics of groups – types of groups in organization - group cohesiveness – factors Influencing group cohesiveness – group decision making process.

UNIT III: LEADERSHIP AND MOTIVATION

Leadership – Meaning – Qualities of a leader- leadership styles– motivation – Meaning- importance - Financial and non-financial Motivators – Abrahams Maslow's Motivation Theory- Herzberg theory of Motivation.

UNIT IV: ORGANISATIONAL CHANGE AND STRESS

Organizational Change-Meaning – Reasons for resistance to change – How to overcome resistance-Stress Management- Meaning of Stress- causes of Stress – Consequences of stress- stress management at individual level and Organisational Level.

UNIT V: QUALITY OF WORK LIFE

Meaning-Importance-Criteria for measuring QWL- Measures to improve QWL-Benefits of QWL

Text Books

S.S.Khanka, Organizational Behavior, S.Chand & Co., New Delhi Edn, 2007

Reference Book

2. Prasad L.M – Organizational Theory & Behavior – Sultan Chand & sons, New Delhi, 1998.

C. ABDUL HAKEEM COLLEGE (AUTONOMOUS), MELVISHARAM
Syllabus for Business Administration effective from the Year 2019-20

Year: II-Year
Allied-3
Credits: 4

Subject Code:U18ABA301
A.INVESTMENTMANAGEMENT

Semester: III
Max Marks.75

| | |
|--------------------------|--|
| OBJECTIVES: | To make the students acquaint with the basic concept of Investment and Security analysis and portfolio management. |
| COURSE OUTCOME(S) | |
| CO1 | It Provides an Insight on Investment. |
| CO2 | It Provides an Insight on Financial Markets. |
| CO3 | It is a Study of Risk and Return. |
| CO4 | It provides knowledge about Security Analysis |
| CO5 | It is an Introduction to Portfolio Management. |

UNIT-I:INTRODUCTION

Investment: Objective – Features – Investment Alternatives – The Investment Process – Qualities for Successful Investing – Common Errors made While Investing- Approaches to investment Decision Making.

UNIT-II:

Financial Markets: Functions – Investment vs. Speculation, Gambling - Speculation vs. Gambling – Money Market Instruments – Globalization of Financial Markets.

UNIT-III: RISK & RETURN:

Return – Types – Risk – Sources of Risk – Types of Risk. Credit Rating – Functions and Benefits.

UNIT- IV: SECURITY ANALYSIS:

Fundamental Analysis: Economic Analysis –Industry Analysis and Company Analysis. Technical Analysis: Basic Assumption – Difference between Technical Analysis & Fundamental Analysis.

UNIT V: PORTFOLIO MANAGEMENT & INVESTMENTS THEORIES

PortfolioManagement:ObjectsandConstraints-PortfolioManagementprocess-Essentialfactorstobe considered in selection of securities-Policies -Efficient Market Hypothesis – Random Walk Theory- Dow Theory.

Text books

InvestmentAnalysisandPortfolioManagementbyPrasannaChandra,TataMcGramHillPublication.

Reference Book

Security Analysis and Portfolio Management by Punithavathy Pandien, Vilcar Publishing Home.
Investment Analysis and Portfolio Management Personal Education,
New Delhi by Dr. Rananatham M & MadhumathiR.

C. ABDUL HAKEEM COLLEGE (AUTONOMOUS), MELVISHARAM
Syllabus for Business Administration effective from the Year 2019-20

Year: II Year
Allied-3
Credits: 4

Subject Code: U18ABA302
B. Business Ethics

Semester: III
Max Marks.75

| | |
|--------------------------|--|
| OBJECTIVES | To awareness among the students about the importance of Ethics in our daily work life. |
| COURSE OUTCOME(S) | |
| CO 1 | Describes the meaning importance and values of ethics in business. |
| CO 2 | A study on unethical practices |
| CO 3 | Outlines internal and external ethical issues in an organisation |
| CO 4 | Describe the importance of values and ethics in Indian culture |
| CO 5 | A study on vendor, government & social Audit. |

UNIT-I

Role and importance of Business Ethics and Values in Business - Definition of Business Ethics
Impact on Business Policy and Business Strategy - Role of CEO - Impact on the Business Culture.

UNIT-II

Types of Ethical issues- Bribes - Coercion - Deception - Theft - Unfair Discrimination.

UNIT-III

Ethics internal - Hiring - Employees - Promotions - Discipline - Wages - Job Description - Exploitation of employees - Ethics External - Consumers - Fair Prices - False Claim Advertisements.

UNIT-IV

Ethics External - Environment Protection - Natural - Physical - Society - Relationship of Values and Ethics - Indian Ethos - Impact on the performance.

UNIT-V

Vendors - Government - Social Audit.

Text Books:

Memoria & Menoria – Business Policy

David J. Fritzsche - Business Ethics: A Global & Management Perspective - Tata

C. ABDUL HAKEEM COLLEGE (AUTONOMOUS), MELVISHARAM

Syllabus for Business Administration effective from the Year 2019-20

Year: II
Allied: III
Credits: 3

Subject Code: U18ABA301
OFFICE MANAGEMENT

Semester: III

Max.Marks: 75

| | |
|--------------------------|---|
| OBJECTIVES: | To enable the students to understand management of office, methods, environment and procedures. |
| COURSE OUTCOME(S) | |
| CO1 | The students will be able to acquire the knowledge of Modern Office management |
| CO2 | Learners will be able to understand the Functions of Office and Office Manager Qualities |
| CO3 | To provide wide knowledge in the area Office Accommodation and Layout |
| CO4 | Learners will develop the ability to understand Office Appliances |
| CO5 | To know the role and usage of Record Administration |

UNIT-I

Modern Office – Functions – Growth of Office Work – Activities of Modern Office – Importance.

UNIT-II

Functions of Office Management – Planning, Organizing, Directing, Motivating, Coordinating and Controlling – Elements of Office Management – Office Manager – Functions, Qualities and Drawbacks.

UNIT-III

Office Accommodation and Layout – Location of Office – Layout and Merits – Open and Private Office – Merits and Demerits – Office Environment.

UNIT-IV

Office Appliances – Importance, Merits and Demerits – Types.

UNIT-V

Record Administration – Objects and Principles – Advantages of Records – Keeping – Filing – Objects – Essentials of Good Filing – Centralized Vs Decentralized Filing – Modern Methods and Classification – Indexing – Importance and Essentials – Methods and Merits.

Reference Books:

R.S.N. Pillai and Bagavathi, Office Management, S.Chand & Co., New Delhi.

C.B.Gupta, Office Organization and Management, Sultan Chand, New Delhi.

P.K.Ghosh, Office Management– Sultan Chand, New Delhi.

C. ABDUL HAKEEM COLLEGE (AUTONOMOUS), MELVISHARAM
Syllabus for Business Administration effective from the Year 2019-20

Year: II Year
Skill based-1
Credits: 3

Subject Code: U18SBA301
SALES AND ADVERTISEMENTMANAGEMENT

Semester: III
Max Marks.75

| | |
|--------------------------|--|
| OBJECTIVES | To Inculcate in-depth Knowledge about sales force management and also the role of advertising in modern day business |
| COURSE OUTCOME(S) | |
| CO1 | The students will be able to understand about the basics of sales management. |
| CO2 | It provides through knowledge about recruitment, selection and training salesmen. |
| CO3 | The students will be able to understand the basics of advertising and the ethics of advertising |
| CO4 | They will be able to know the role and types of advertising media along with evaluating the effectiveness of advertising |
| CO5 | The students will be able to acquire the knowledge about Advertisement copy and its quality. |

UNIT-I

Sales Management- Meaning- Sales policy-Sales Organization-Sales Territories-Sales Quota-Selling Process-Functions of Sales Manager

UNIT-II

Need for Sales force-Recruitment and Selection of Sales Force-Qualities of a Good Salesman-Training and Motivation of Sales Force

UNIT-III

Advertising-Objectives of Advertising-Need and Advantages of Advertising- Ethical issues of Advertising.

UNIT-IV

Advertising Media-Role of Media-Types of Media-Merits and Demerits of Media.

UNIT-V

Advertisement Copy-Components of Advertisement-Qualities of a Good Advertisement Copy-Creativity in Advertisement.

Text books:

Sales and advertisement Management- S Rajkumar and V Rajagopalan- S chand Publication

C. ABDUL HAKEEM COLLEGE (AUTONOMOUS), MELVISHARAM
Syllabus for Business Administration effective from the Year 2019-20

Year: II Year
Non Major - 1
Credits: 2

Subject Code:U18NBA301
Management Concepts (NME - I)

Semester: III
Max Marks.75

| | |
|--------------------------|--|
| OBJECTIVES | To Understand the basic principles of Business Management |
| COURSE OUTCOME(S) | |
| CO1 | To understand the basic concepts of Management |
| CO2 | To learn about concept, Importance and steps planning |
| CO3 | To acquire the knowledge about Recruitment |
| CO4 | To understand about selection and interview |
| CO5 | Student will be able to understand the concept of training |

UNIT-I

Management-Definition-Importance of management – Henry Fayol Principles of Management
-Function of Management- Level of Management-

Unit-2

Planning - meaning- importance- steps in planning- features of a good plan.

Unit-3

Staffing- Functions of staffing- Importance - Recruitment-Sources of Recruitment.

Unit-4

Selection- Selection Procedure –Test: (Aptitude test, Intelligence test, Proficiency test, Interest test, Personality test)-Interview: Types of interview.

Unit-5

Training- Need for training - Advantages– Methods of training (On the Job and Off the Job Training)

Text Book

1. Business Management- Dr. C.B Gupta – Sultan Chand & Sons.

C. Abdul Hakeem College (Autonomous), Melvisharam

Syllabus for BBA effective from the year 2018 – 2019

Year: II Year

Subject code:

U18NCM301

Semester: III

Non Major : I

Title : BUSINESS MANAGEMENT AND COMMUNICATION

Credits:

Max.Marks: 75

| | |
|--------------------------|--|
| OBJECTIVES | To inculcate the fundamental knowledge of Information Technology, internet and computer security |
| COURSE OUTCOME(S) | |
| CO1 | To understand the management principles and functions |
| CO2 | To perceive the knowledge in planning and organising |
| CO3 | To understand the knowledge of leaders and their qualities |
| CO4 | To impart skills in communication and provide guideline for effective communication. |
| CO5 | To seek knowledge about letters and became aware of drafting letters to various organization. |

UNIT-I:

Management – Meaning – Nature – Levels of Management -Functions of Management -Henry

UNIT-II:

Planning – Meaning – Merits & Demerits of Planning - Steps in Planning - Organizing –Meaning – characteristics — Principles of organization.

UNIT-III:

Meaning– Importance-Leadership styles – Qualities of a Leader.

UNIT-IV:

Business Communication – Meaning - Importance – Media of Communication (Written, oral,face to face and visual communication) – Principles of an Effective Communication – Types ofcommunication.

UNIT-V:

Layout of a letter –Application for Situation - Letter of enquiry and complaint.

Prescribed Text Books:

1.Dr. C.B. Gupta, Business Management –Sultan Chand & Sons

Books for Reference:

1. Rajendra Pal & J S Korlahali, Essentials of Business Communication.

2. Ramesh and Pattanchetti, Business Communication, R Chand & Co.

3. Jayashankar, Business Management –Margham Publications, Chennai.

4. Dr.N.Premavathy, Principles of Management, Sri Vishnu P

Syllabus for BBA effective from the year 2018 – 2019

Year: II Year

Subject code:U18NCH301

Semester: III

Non Major : I

Title : CHEMISTRY IN DAILY LIFE-I

Credits:

Max.Marks: 75

| | |
|--------------------------|---|
| OBJECTIVES | To introduce students to a breadth of ways in which chemistry impacts every aspect of modern life, from the food we eat to the clothes we wear, the way we communicate and work, the way we keep ourselves healthy and how we diagnose and treat those who aren't. Chemistry's role in our everyday life and how chemistry will impact on people's lives in the future. |
| COURSE OUTCOME(S) | |
| CO1 | Understand the basic concepts in chemistry. |
| CO2 | Explore the knowledge of cosmetics and their hazardous in our daily life. |
| CO3 | Gain the knowledge of water analysis and their treatment methods. |
| CO4 | Understand the concepts of pH and buffer action in our daily life. |
| CO5 | Learn about the nature of food, food sources, balanced diet, various adulterants and their governing laws. |

UNIT-I: Basic Concepts in Chemistry

Elementary ideas of Atoms, elements, Atomic mass and Molecular mass. Isotopes, isobars and isotones. Methods of expressing concentration: Weight percentage, molality, molarity, normality and ppm.

UNIT-II: Cosmetics

General formulation, preparation and toxicology of different types of cosmetics - Tooth paste, Shampoos, Hair dyes, lipstick, nail polish, perfumes, deodorants, Shaving cream Talcum powder, soaps and detergents.

UNIT-III: Water Analysis

Sampling of Water for analysis - Chemical Substances affecting Potability - Colour, Turbidity, Odour, Taste, Temperature, pH and Electrical Conductivity. Purification of water Hard and soft water. Analysis of pollutant water by COD and BOD.

UNIT-IV: Acid - Base balance

Definition classification, preparation properties and uses of acids and bases of Neutralisation reactions in everyday life. Indicators pH and their biological significance of pH; Buffer solutions – Importance of buffer in living system.

UNIT-V: Food and Nutrition

Carbohydrates, Proteins, Fats, Minerals and Vitamins, definitions, sources and their physiological importance - balanced diet.

Books for Reference:

1. Chemical Process Industries (4th Edition) R. Norris Shreve Joseph A. Brink, Jr.
2. Perfumes, Cosmetics and Soaps W.A. Poucher (Vol.3) Environmental Chemistry A.K. De.
3. B. Sreelakshmi, Food Science, New Age International, New Delhi, 2015.
4. Shashi Chowla; Engineering Chemistry, Danpat Rai Publication.
5. B.K. Sharma; Industrial Chemistry. Goel Publishing House, Meerut, 2003.
6. C.N.R. Rao; Understanding Chemistry, Universities Press.
7. M.K. Jain and S.C. Sharma; Modern Organic Chemistry, Vishal Pub. Co., Jalandhar, 2009.
8. V.R. Gowariker; N.V. Viswanathan and J. Sreedhar; Polymer Science, 2nd edn., New Age,

C. Abdul Hakeem College (Autonomous), Melvisharam

Syllabus for BBA effective from the year 2018 – 2019

Year: II Year

Subject code:U18NCA301

Semester: III

Non-Major : I

Title : Information Technology Fundamentals

Credits:

Max.Marks: 75

| | |
|--------------------------|--|
| OBJECTIVES | To inculcate the fundamental knowledge of Information Technology, internet and computer security |
| COURSE OUTCOME(S) | |
| CO1 | The students can able to know the knowledge of computer generations, classification of computers and its components |
| CO2 | The computer memory and storage details will be expressed through unit-2. The students will get ideas about the secondary storage devices |
| CO3 | Internet and its opportunities will be known and the idea of software piracy is expressed. So that the students will be aware of IT basics |
| CO4 | The idea of web browser, email and search engines are the technology which may be useful for getting the knowledge of internet basics |
| CO5 | Computer security is the important concept which will be useful to protect our information's and all the files. So that the unauthorized peoples access will be denied. Students can get all these ideas and concepts. |

UNIT-I:

Computer Basics: Evolution- Generations- Classifications- Components Applications- CPU-Instruction Set- Inside a Computer

UNIT-II:

Computer Memory & Storage: RAM – ROM – types of secondary storage devices: optical disk and its types – Magnetic Disk and its types

UNIT-III:

IT Basics: IT – Role of IT and internet – Carriers in IT industry

Computer Software: Definition – Categories – Installing and uninstalling software – Software Piracy

UNIT-IV:

Internet: Introduction – Basic terms – internet tools: introduction – web browser- browsing internet – email – search engines.

UNIT-V:

Computer Security: Definition – Cryptography – Digital Signature – Firewall

Prescribed Text Books:

1. Introduction to Information Technology – ITL Education Solutions Limited, Pearson Educations

Books for Reference:

1. Alexis Leon and Mathews Leon, Fundamentals of IT, Vikas Publishing House Private Limited

C. Abdul Hakeem College (Autonomous), Melvisharam

Syllabus for BBA effective from the year 2018 – 2019

Year: II Year

Subject code:U18NEN301

Semester: III

Non-Major : I

Title : – ENGLISH FOR COMMUNICATION - I

Credits:

Max.Marks: 75

| | |
|--------------------------|--|
| OBJECTIVES | To streamline students' knowledge of sending communication through e-means. To strengthen their Non-Verbal Communication. To activate their ability to prepare an effective Resume. Course Outcome: |
| COURSE OUTCOME(S) | |
| CO1 | Students will learn the benefits of e-business and e-mail. |
| CO2 | They will have the skill to promote their Marginal and Projective Listening Skills. |
| CO3 | To activate their ability to prepare an effective Resume |
| CO4 | |
| CO5 | |

UNIT-I: E-Mail Communication

E-Business

E-Mail

Writing an E-Mail

Formatting an E-mail

UNIT-II: Non-Verbal Communication

Elements of Non-Verbal Communication

Body Language / Kinesics

Facial Expressions

Eye Contact

Posture

Gestures

UNIT-III: Effective Listening

The Listening Process

Types of Listening

Passive Listening

Sensitive Listening

Active Listening

Summary

UNIT-IV: : Interview Techniques

Interview Problems

Team Interviews

Group Discussion

UNIT-V: Preparing an Effective CV

Types of CVs

Skills-based CV

CV Templates

CV Cover Letters.

Prescribed Text : Business Communication Techniques and Methods,
by P.Juneja & Aarati Mujumdar, Orient Black Swan.

C. Abdul Hakeem College (Autonomous), Melvisharam

Syllabus for BBA effective from the year 2018 – 2019

Year: II Year
Non-Major : I
Credits:

Subject code: U18NUR301
Title : – Functional Urdu --- I

Semester: III

Max.Marks: 75

| | |
|--------------------------|--|
| OBJECTIVES | To motivate students to build interesting Communication. To accelerate their efficiency of Business Correspondence. To provide to them effective instruction to excel in different Skills. |
| COURSE OUTCOME(S) | |
| CO1 | Students will master the skill of drafting Notices and Writing Minutes. |
| CO2 | They will strengthen their ability to streamline Business Correspondence. |
| CO3 | They will gain proficiency in Editing and Team-Work Skills. |
| CO4 | |
| CO5 | |

UNIT-I:

Urdu alphabet

Reading & Writing practice in Urdu

UNIT-II:

Word completion,

Pronunciation, Connecting words.

UNIT-III:

Vowels,

Prepositions & Urdu Numerals.

UNIT-IV:

Formation of Simple Sentences.

UNIT-V:

Conversation &

Urdu Calendar (Week days and Months).

II Year

Semester - IV

C. ABDUL HAKEEM COLLEGE (AUTONOMOUS), MELVISHARAM

Syllabus for Business Administration effective from the Year 2019-20

Year: II Year

Subject Code: U18MBA401

Semester: IV

Major - 9

Materials Management

Credits: 3

Max. Marks.75

| | |
|--------------------------|---|
| OBJECTIVES | To Understand the basic knowledge of material management |
| COURSE OUTCOME(S) | |
| CO1 | To understand the scope and function of material management |
| CO2 | To integrate the organization wide material requirement. |
| CO3 | To understand function and duties of Purchase Management |
| CO4 | To analyze the material in storage strategies |
| CO5 | To understand ethical issues in vendor rating |

UNIT-I-INTRODUCTION

Materials Management - Meaning - Objectives- Functions - Importance - Advantages of Combined Materials.

UNIT-II INVENTORY MANAGEMENT

Meaning - Functions - Importance - Inventory control - Meaning - Functions - Importance - Cost associated with Inventory Decision - MRP - Objectives - procedure - MRP System - ABC - VED - FSN analysis - EOQ and Stock level.

UNIT-III PURCHASE MANAGEMENT

Meaning - Function - Duties of Purchasing Department - Purchase parameters 8R's of Purchasing - Methods of Purchasing - JIT - Steps Involved in Input Purchase.

UNIT-IV STORE MANAGEMENT

Meaning - Objectives - Function of Store Keeper - Types of Stores - Principles of Good Store Location and Layout - Centralized and Decentralized Store room - Fire and other Hazards - Bin card - Stock ledger.

UNIT-V VENDOR RATING

Meaning - Criteria - Sources of Information on Potential Vendors - Methods of Evaluation of Suppliers - ISO - Types - The Process Obtaining ISO certificate - Advantages.

Text Book

1. Saravanavel Pand SumathiS-Production and Materials Management

Reference Books

1. Muhdnan - Production and Operation Manageme

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Syllabus for Business Administration effective from the Year 2019-20

Year: II Year
Major - 10
Credits: 4

Subject Code: U18MBA402
Management Accounting – II

Semester: IV
Max. Marks.75

| | |
|------------------------|--|
| OBJECTIVES | To familiarize the students regarding various services provided to the management by the use of management accounting for Decision Making. |
| COURSE OUTCOMES | After completing the course, the students shall be able to: |
| CO1 | To be able to understand about the Budget and Budgetary control |
| CO2 | Student will be able to solve payback, ARR, NPV. |
| CO3 | Student will be able to solve BEP, margin of safety, P/V ratio in marginal costing. |
| CO4 | To understand about make or buy decision, selection of product mix in marginal costing |
| CO5 | Learners will be able to understand the standard costing. |

Unit-I

Budget and Budgetary Control: Meaning — Objectives — Uses and Limitations of budget — Preparation of Budget -materials Purchase, Production, Sales, Cash and Flexible Budget — Zero Base Budgeting.

Unit-II

Capital Budgeting: Nature — Advantages and Limitations — Ranking investment Proposals — Payback Period, ARR, NPV, present value Index.

Unit-III

Marginal costing: Meaning — Advantages and Limitation — BEP— Margin of Safety— P/ V Ratio — Key factor.

Unit-IV

Marginal Costing: Make or Buy decision— Selection of Product mix— changes in Selling price — Foreign market offer — desired level of profit.

Unit-V

Standard Costing: Meaning— Features— Advantages — Limitation— Analysis of Variances — Materials Variance- Labour Variance.
(Weightage of marks, Problems — 80% Theory - 20%)

Reference Books:

1. S.P.Gupta—Management Accounting—Sultan Chand & Sons, New Delhi.
2. T.S. Reddy & Hari Prasad Reddy — Management Accounting — Marham Publications, Chennai.
3. R.S.N.Pillai & Bhagavathi—Management Accounting— S.Chand & Co.Ltd., New Delhi.
4. S.P.Jain and Narang—Cost Accounting—Kalyani Publishers, New Delhi.

C. ABDUL HAKEEM COLLEGE (AUTONOMOUS), MELVISHARAM
Syllabus for Business Administration effective from the Year 2019-20

Year: II Year

Subject Code: U18MBA403

Semester: IV

Major - 11

Human Resource Management

Credits: 3

Max. Marks.75

| | |
|---|--|
| OBJECTIVE | To provide the students with the knowledge of human resource management practice and policies in the industrial organisation |
| COURSE OUTCOMES After completing the course, the students shall be able to | |
| CO1 | Exemplify the concept and HRM competencies of HR managers and learn job analysis process |
| CO2 | To learn about Recruitment and Selection |
| CO3 | Students will be able to understand about Concept of training. |
| CO4 | Evaluate and Assess the Performance management program |
| CO5 | To understand about Transfer and Promotion |

UNIT-I INTRODUCTION

Human resource management – meaning - Nature and scope of HRM – Importance – objectives of HRM – Principles – Functions of HRM- Role - Qualities of HR Manager.

UNIT-II RECRUITMENT AND SELECTION

Human Resource Planning – Meaning – Need - Importance – Objectives – Steps in HRP - Recruitment – Sources - Selection - Selection process – types of interview - Placement.

UNIT-III TRAINING AND DEVELOPMENT

Training - Meaning – Need – Importance - Methods – Essentials of good training programme – Induction Training – Objectives – contents of induction training .

UNIT-IV PERFORMANCE APPRAISAL

Meaning – Objectives – Importance – Problems – Methods of Performance Appraisal - Job Evaluation – Meaning - Methods.

UNIT-V TRANSFER AND PROMOTION

Transfer – Meaning – Kinds of transfer - Principles - Essentials – Characteristics of transfer – Promotion- Meaning – Reasons – Methods – Demotion – Reasons – Suspension – Dismissal – Career Development – Importance – Essentials – Steps.

Text Books:

Dwivedi RS-Human Relations and Organization Behavior

Reference book

Memoria CB-Personnel Management

SubbaRaoP-Human Resource Management and Industrial Relations

Prasad-Getting the right people-Mac Millan I Ltd

C. ABDUL HAKEEM COLLEGE (AUTONOMOUS), MELVISHARAM
Syllabus for Business Administration effective from the Year 2019-20

Year: II Year
Major - 12
Credits: 4

Subject Code: U18MBA404
Rural Marketing

Semester: IV
Max. Marks.75

| | |
|--------------------------|--|
| OBJECTIVES: | To enable the students to understand the elements of the unexplored rural market and to equip the students with appropriate concepts and techniques in the area of rural marketing |
| COURSE OUTCOME(S) | |
| CO1 | Understand the basic concepts of rural marketing |
| CO2 | Discover the nuances of the rural marketing environment |
| CO3 | Analyse the concept of segmentation, targeting and positioning in rural markets |
| CO4 | Understand the various concept of product and apply the strategies of branding and packaging in rural markets |
| CO5 | Recognize the various dimensions of rural retail marketing and apply the strategies of distribution & pricing |

UNIT I – Introduction to Rural Marketing

Introduction: Meaning of Rural, Rural Market & Rural Marketing - Characteristics of rural Market - Evolution of rural marketing – Difference between rural marketing and urban marketing- Nature of rural Marketing- Problems in rural Marketing.

UNIT II - Rural Consumer Behaviour

Consumer Behaviour: Meaning - Types of rural consumer according to buying behaviour - Rural Consumer buying process - Determinants of Rural Consumer behaviour - Economic determinants, Socio - Cultural determinants, Psychological determinants, Personal determinants; Problems in studying rural consumer behavior - Behaviour of Indian rural consumers.

UNIT III- Rural Market Segmentation

Market Segmentation: Meaning - Bases for Rural Market Segmentation- Geographic, Demographic, Psychographic, Behavioural Segmentation.

Targeting – Elements of Targeting - Evaluation of Segments, Selection of Segments, and Coverage of Segments. Positioning – Steps in Product Positioning- Identifying the positioning concept, Selecting the positioning concept and communicating the positioning concept.

UNIT IV Rural Marketing Mix & Strategies

Rural Marketing Mix: Meaning - Elements - 4 A's of Rural Marketing Mix; Rural Marketing Strategies - Product strategies for rural market - Pricing Strategies for Rural Marketing, Distribution Strategies for Rural Marketing, Promotion Strategies for Rural Marketing.

UNIT V Rural Products

Product: Levels of Product - Rural Product Classification - FMCG, Consumer Durables - Difference between Consumer Durables and Non Durable Products - Agricultural Goods; Product Branding in rural markets - Building Brands in rural markets- Fake Brands in rural Markets - Packaging for rural Markets - Packaging Material & Size - Packaging Aesthetics.

Text book:

- Ashok Jain and Varun Jain, Rural Marketing, Global Publications Pvt. Ltd.

Reference Books:

- Pradeep Kashyap, Rural Marketing, Pearson Education India
- Balram Dogra and Karmindher Ghuman, Rural Marketing, McGraw Hill Education
- Dr. Biswa Mohana Jana, Textbook of Rural Marketing, Mittal Publications.

C. ABDUL HAKEEM COLLEGE (AUTONOMOUS), MELVISHARAM
Syllabus for Business Administration effective from the Year 2019-20

Year: II Year
Allied - 3
Credits: 4

Subject Code: U18ABA401
A. RESEARCH METHODOLOGY

Semester: IV
Max Marks. 75

| | |
|--------------------------|---|
| OBJECTIVES: | To provide knowledge on research methods and techniques and to develop skills in the application of research methods for solving business problems. |
| COURSE OUTCOME(S) | |
| CO1 | To understand the basic concept of research and steps in research |
| CO2 | The student to know the Research Problems and research Design |
| CO3 | They will be able to understand the Sampling and Sampling Design |
| CO4 | Students to acquire a wide knowledge about primary data and secondary data |
| CO5 | The student to know the structure of a report writing. |

UNIT-I INTRODUCTION

Definition of research – Meaning – Objectives – types of research – research process – qualities of a researcher – criteria of good research – Problems encountered in research.

UNIT-II RESEARCH PROBLEM AND RESEARCH DESIGN

Defining research problem – Research design – features of good research design – types of research design – factors affecting research design – Hypothesis – meaning – definition – need for hypothesis – Formulation of hypothesis – Types of hypothesis.

UNIT-III SAMPLING

Sampling techniques – types of sampling – Merits and Demerits – Sampling Design – steps in Sampling Process.

UNIT-IV PRIMARY AND SECONDARY DATA

Collection of primary and secondary data – Sources of Data – Interview techniques – survey and interview method – merits and demerits – Questionnaire – pre requisites of using questionnaire – structured and unstructured questionnaire – types of secondary data.

UNIT-V INTERPRETATION AND RESEARCH REPORT

Interpretation of Data – Forms of Interpretation – Essentials and Pre-requisition of Interpretation – Precautions of Interpretation – Structure of research report.

Textbooks:

C.R.Kothari – Research Methodology Methods and techniques – New Age International Publishers, Latest edition

P.Ravilochanan – Research Methodology – Margham Publication, Latest edition.

C. ABDUL HAKEEM COLLEGE (AUTONOMOUS), MELVISHARAM
Syllabus for Business Administration effective from the Year 2019-20

Year: II Year
Allied - 3
Credits: 4

Subject Code: U18ABA402
B. Strategic Management

Semester: IV
Max Marks. 75

| | |
|--------------------------|---|
| OBJECTIVES | To Familiarize the students with the different strategic and by the management in business |
| COURSE OUTCOME(S) | |
| CO 1 | Introduction to business activities |
| CO 2 | Understanding of strategic planning and portfolio analysis |
| CO 3 | A Study of generic strategic alternatives |
| CO 4 | Outlines external growth strategies |
| CO 5 | Describe strategy implementation and leadership |

UNIT-I

The business system - objectives of the business - setting up and balancing the objectives mission - vision - goals strategic analysis of functional areas production - marketing - human resources - finance - analyzing corporate capabilities.

UNIT-II

Corporate strategy - nature and scope - process of strategic planning - formulation of strategy - project life cycle - portfolio analysis – SWOT.

UNIT-III

Generic strategic alternatives - horizontal, vertical diversification - active and passive alternatives.

UNIT-IV

External growth strategy - merger acquisition - amalgamation - joint venture - problems organizational structure and corporate development - line and staff function - evaluation of organization structure - management of change.

UNIT-V

Implementation of strategy - elements of strategy - leadership and organizational climate - planning and control of implementation.

Text and Reference Books:

Dr. C.B. Mamoria & Dr. Satish Mamoria, Business planning and policy (1987) Himalaya publishing house, Mumbai.

C. ABDUL HAKEEM COLLEGE (AUTONOMOUS), MELVISHARAM
Syllabus for Business Administration effective from the Year 2019-20

Year: II

Subject Code: U18ABA403

Semester: IV

Allied: IV

RETAIL MANAGEMENT

Credits: 3

Max. Marks: 75

| | |
|--------------------------|--|
| OBJECTIVES: | This course is designed to provide a good understanding of the concepts, strategies, and trends associated with a retail operation in the Indian market place. And To help the learner to explore the current retail environment, key retail management strategies, and trends in retailing. |
| COURSE OUTCOME(S) | |
| CO1 | The students will be able to acquire the knowledge issues in the Indian Retailing Industry |
| CO2 | Learners will be able to identify Store location and layout Retail store location and layout |
| CO3 | Learners will develop the ability to frame and Merchandise planning and pricing |
| CO4 | To provide wide knowledge relate to Retailing communication and selling process |
| CO5 | Learners will secure the knowledge of Retail trends of Globalisation and changing retail formats |

UNIT-I:

Retailing – Strategy and environment An overview of retailing – Types of stores – Product retailing vs. Service retailing – Nonstore retailing Retail strategy – Achieving competitive advantage and positioning Retailing environment

UNIT-II:

Store location and layout Retail store location and layout – Country/Region analysis – Trade area analysis – Site evaluation and selection Store design and layout – Comprehensive store planning Exterior design and layout

UNIT-III:

Merchandise planning and pricing Planning merchandise needs and merchandise budgets – Methods for determining inventory evaluation – Assortment planning, buying and vendor relations Merchandise pricing

UNIT-IV:

Retailing communication and selling process Communicating with the retail customer – Retail promotion mix- Advertising – Sales promotion – Publicity Retail selling process – Retail database – In-store customer service

UNIT-V:

Retail trends Globalisation and changing retail formats – Virtual store – E-tailing – International Retailing – Opportunities and challenges New customized formats (customized stores, portable stores, merchandise depots.

TEXT BOOKS:

1. Hasty and Reardon: Retail Management, McGraw-Hill.
2. Lucas, Bush and Gresham: Retailing, Houghton Mifflin – AIPD, India

C. ABDUL HAKEEM COLLEGE (AUTONOMOUS), MELVISHARAM
Syllabus for Business Administration effective from the Year 2019-20

Year: II Year
Skill Based -2
Credits: 3

Subject Code: U18SBA401
Total Quality Management (SBS - II)

Semester: IV
Max Marks. 75

| | |
|--------------------------|---|
| OBJECTIVES | To acquaint the students with the basic concept of total quality from design assurance to services assurance. |
| COURSE OUTCOME(S) | |
| CO1 | The Students will be able to acquire the knowledge in the basic concept of total quality |
| CO2 | Learner will be able to understand conceptual approach to statistical quality control |
| CO3 | Learners will develop the ability to handle the aspect of Quality circle |
| CO4 | To understand about ZD Programme |
| CO5 | To provide wide knowledge relate to TQM tools |

UNIT-I INTRODUCTION

Meaning - Characteristics of Quality –Components –Types -Meaning of TQM - Features-Principles-Benefits and Limitations of TQM.

UNIT-II- STATISTICAL QUALITY CONTROL

Statistical Quality Control- Importance of SQC-Acceptance Sampling-Sampling Procedure- Inspection-Inspection Plans in Acceptance Sampling-Objectives-Types of Inspection.

UNIT –III QUALITY CIRCLE

Management of Quality Circle-Characteristics-Objectives-Principles-Advantages and Limitations-

UNIT –IV MANAGEMENT OF ZD PROGRAMME

Management of ZD Programme- Introduction- Purpose-Process-Principles- Six Sigma- Introduction-Features-Objectives.

UNIT-V Q7 TOOLS

Q7 Tools- Analysis Scatter Diagrams- Flow Chart.

TEXT BOOK

TOTAL QUALITY MANAGEMENT- S HEMA- THAKUR PUBLISHERCHENNAI

C. Abdul Hakeem College (Autonomous), Melvisharam

Syllabus for BBA effective from the year 2018 – 2019

Year: II Year
IV

Subject code: U18NCM401

Semester:

Non Major : II
Credits:

Title : GENERAL COMMERCIAL KNOWLEDGE

Max.Marks: 75

| | |
|--------------------------|---|
| OBJECTIVES | To enable the students to gain basic knowledge of Trade, Commerce and Industry |
| COURSE OUTCOME(S) | |
| CO1 | To understand basic concept of trade, commerce and industry |
| CO2 | To glimpse the knowledge in different form of organization. |
| CO3 | To learn about company and its workings |
| CO4 | To impart knowledge in company management and administration. |
| CO5 | To seek knowledge about Company Meetings, Minutes, Agenda, Quorum and Resolution. |

UNIT-I:

Commerce, Trade, Industry – Meaning – Scope and Importance of Commerce – Economic Basis

UNIT-II:

Sole Trade – characteristics- advantages and disadvantage – Partnership - Features – Merits and Demerits - Co-operatives – Features – Types of co-operatives

UNIT-III:

Joint Stock Company – Features – Memorandum and Articles – Contents – Prospectus and Contents.

UNIT-IV:

Management of Joint Stock Company – Directors – Qualification, Appointment, Removal, Powers and Duties.

UNIT-V:

Company Meetings – Types – Minutes – Agenda – Quorum – Resolution.

Prescribed Text Books:

1. Gosh and Bhutan, General Commercial Knowledge, Sultan Chand & Sons, New Delhi

Books for Reference:

1. J.C. Bahl & E.R. Dhongde, Elements of Commerce & Business Methods, New Book & Co., Mumbai

2. P.N. Reddy & S.S. Gulshan, Commerce – Principles & Practice, S. Chand & Co., New Delhi

3. J.C. Sinha & V.N. Mughali, A text book of Commerce, R. Chand & Co., New Delhi

4. K.L. Nagarajan, Vinayagam, Radhasamy and Vasudevan, Principles of Commerce and General Commercial Knowledge, S. Chand & Co., New

C. Abdul Hakeem College (Autonomous), Melvisharam

Syllabus for BBA effective from the year 2018 – 2019

Year: II Year

Subject code:U18NCH401

Semester: IV

Non Major : II
Credits:

Title : CHEMISTRY IN DAILY LIFE-II

Max.Marks:75

| | |
|--------------------------|---|
| OBJECTIVES | To introduce students to a breadth of ways in which chemistry impacts every aspect of modern life, from the food we eat to the clothes we wear, the way we communicate and work, the way we keep ourselves healthy and how we diagnose and treat those who aren't. Chemistry's role in our everyday life and how chemistry will impact on people's lives in the future. |
| COURSE OUTCOME(S) | |
| CO1 | Acquire fundamental knowledge in preparations of cosmetics and their toxicology. |
| CO2 | Gain the knowledge of using the chemicals as food in day to day life. |
| CO3 | Understand the usage of chemicals as food production agents and their hazardous. |
| CO4 | Understand the importance of plastics and their pollution. |
| CO5 | Learn about the man made materials and their importance. |

UNIT-I: Common Drugs

Antibiotics, Antipyretics, Analgesics, Anti-inflammatory agents, Sedatives, Antiseptics, disinfectants, Antihistamines, Tranquilizers, Hypnotics and Antidepressant drugs - Definition, Examples, uses and side effects.

UNIT-II: Colour chemicals and Food additives

Definition- Preservatives, Food colours - permitted and non-permitted. Artificial sweeteners, Emulsifying agents, Antioxidants. Artificial Sweetening agents – Saccharin – Cyclamate – Advantages and Disadvantages.

UNIT-III: Chemicals in food production

Fertilizers used in natural sources - Fertilizers urea, NPK and Super phosphates need – uses and hazards. Biofertilizers and Pesticides – definition and examples.

UNIT-IV: Plastic technology

Plastics, Polythene, PVC, Bakelite, Polyesters, Resins and their Applications. Natural Rubber- Synthetic rubbers - Vulcanisation - Preparation and its Applications. Environmental hazards of plastics.

UNIT-V: Man made Materials

Colour chemicals – pigments and dyes, classification, examples and applications. Raw materials and manufacturing process of Cement, and glass

Books for Reference:

1. Chemical Process Industries (4th Edition) R. Norris Shreve Joseph A. Brink, Jr.
2. Perfumes, Cosmetics and Soaps W.A. Poucher (Vol.3) Environmental Chemistry A.K. De.
3. B. Sreelakshmi, Food Science, New Age International, New Delhi, 2015.
4. Shashi Chowla; Engineering Chemistry, Danpat Rai Publication.
5. B.K. Sharma; Industrial Chemistry. Goel Publishing House, Meerut, 2003.
6. C.N.R. Rao; Understanding Chemistry, Universities Press.
7. M.K. Jain and S.C. Sharma; Modern Organic Chemistry, Vishal Pub. Co., Jalandhar, 2009.
8. V.R. Gowariker; N.V. Viswanathan and J. Sreedhar; Polymer Science, 2nd edn., New Age, New Delhi, 2015.
9. P.C. Pall; K. Goel and R.K. Gupta; Insecticides, Pesticides and Agro-based Industries.
10. Singh, K., Chemistry in Daily Life; Prentice Hall of India, New Delhi

C. Abdul Hakeem College (Autonomous), Melvisharam
Syllabus for BBA effective from the year 2018 – 2019

Year: II Year
Non-Major : II
Credits:

Subject code:U18NCA401
Title : HTML BASICS

Semester: IV

Max.Marks: 75

| | |
|--------------------------|--|
| OBJECTIVES | Objectives Provides web development knowledge with HTML basics |
| COURSE OUTCOME(S) | |
| CO1 | Understand the HTML basics with WWW,TCP,FTP |
| CO2 | Facilitates the knowledge of web server with HTML tags |
| CO3 | Creating knowledge with HTML graphics, tabs. |
| CO4 | Enriches linking techniques of web pages |
| CO5 | Attractive background style using CSS |

UNIT-I:

Internet basics: basic concepts – internet domains – client I/P address – TCP – WWW – FTP- introduction to Internet Explorer 7 – introduction to Firefox web browser

UNIT-II:

Introduction to HTML – web server – web client- HTML tags - HTML Command: Structure of HTML program – text formatting – titles and footers – text styles – heading styles –drawing lines

UNIT-III:

HTML list – types of list – adding graphics to HTML documents – tables

UNIT-IV:

HTML linking documents – external document reference – internal document reference – images as hyperlink – frames.

UNIT-V:

Introduction of CSS – inline styles –embedded style sheets – backgrounds –user styles sheets – CSS 3 – web resources.

Prescribed Text Books:

1. Web enabled commercial Application development using HTML, Java Script , DHTML & PHP, Ivan Bayross, BPB publications, fourth edition
2. Internet & WWW how to program, Deitel , P.J.Deitel, H.M.Deitel, PHI, fourth edition.

Books for Reference:

1. The Complete Reference HTML & XHTML, fourth edition, Thomas A.Powell
2. HTML 5 Up and Running dive into the future of the web development, Mark Pilgrim, first Edition.

C. Abdul Hakeem College (Autonomous), Melvisharam

Syllabus for BBA effective from the year 2018 – 2019

Year: II Year

Subject code: U15NEN302

Semester: IV

Non-Major : II

Title : – ENGLISH FOR COMMUNICATION - II

Credits:

Max.Marks: 75

| | |
|--------------------------|--|
| OBJECTIVES | To motivate students to build interesting Communication. To accelerate their efficiency of Business Correspondence. To provide to them effective instruction to excel in different Skills. |
| COURSE OUTCOME(S) | |
| CO1 | Students will master the skill of drafting Notices and Writing Minutes. |
| CO2 | They will strengthen their ability to streamline Business Correspondence. |
| CO3 | They will gain proficiency in Editing and Team-Work Skills. |
| CO4 | |
| CO5 | |

UNIT-I:

An Introduction to Communication
Notices, Agendas and Minutes

UNIT-II: Non-Verbal Communication

Business Correspondence
Speeches

UNIT-III:

Meetings
Vocabulary Development

UNIT-IV:

Editing Skills
Reference Skills

UNIT-V:

Teamwork Skills
Emotional Intelligence Skills
Prescribed Text:
Synergy: Communication in English and Study Skills,
by Board of Editors, Orient Longman.

C. Abdul Hakeem College (Autonomous), Melvisharam

Syllabus for BBA effective from the year 2018 – 2019

Year: II Year
Non-Major : II
Credits:

Subject code: U18NUR401
Title : Functional Urdu --- II

Semester: IV
Max.Marks: 75

| | |
|--------------------------|--|
| OBJECTIVES | To motivate students to build interesting Communication. To accelerate their efficiency of Business Correspondence. To provide to them effective instruction to excel in different Skills. |
| COURSE OUTCOME(S) | |
| CO1 | Students will master the skill of drafting Notices and Writing Minutes. |
| CO2 | They will strengthen their ability to streamline Business Correspondence. |
| CO3 | They will gain proficiency in Editing and Team-Work Skills. |
| CO4 | |
| CO5 | |

UNIT-I:

Basics of Urdu Grammar

UNIT-II: Non-Verbal Communication

Names of flowers, fruits,
birds, colours & Vegetables.

UNIT-III:

Composition

(A short paragraph consisting of four or five simple sentences).

UNIT-IV:

Two simple poems.

UNIT-V:

Translation

(Technical terms and a passage).

III Year

Semester - V

C. ABDUL HAKEEM COLLEGE (AUTONOMOUS), MELVISHARAM

Syllabus for Business Administration effective from the Year 2020-21

Year: III Year

Subject Code: U18MBA501

Semester: V

Major – 13

FINANCIAL MANAGEMENT

Credits:

Max Marks. 75

COURSE OBJECTIVES

To familiarize the students with the basic financial management concepts and their applications in financial decision making.

COURSE OUTCOMES

| | | |
|-------------|---|--|
| CO 1 | - | Understand the concept of Financial Management. |
| CO 2 | - | Interpret Time value of money and Capital Budgeting Decision |
| CO 3 | - | Study of Capital Structure and Theories of Capital Structure |
| CO 4 | - | Analyze the concept of Leverages and Dividend and Working capital management |

UNIT-I INTRODUCTION

Financial Management : Meaning- Scope- Objectives – Functions – Role of Finance Manager – Sources of Finance-Purpose-Financial Planning-Objectives-Significance-Characteristics.(Theory Only)

UNIT-II CAPITAL BUDGETING

Time value of Money: Meaning and Reasons for Time Value of Money - Time Preference of Money **Capital Budgeting:** Meaning- Features –Objectives – Importance- Advantages – Factors Influencing Capital Budgeting Decision.

Capital Budgeting Proposals: Payback Period- ARR and Net Present Value Method Only.

UNIT-III CAPITAL STRUCTURE

Capital Structure: Meaning – Features – Determinants – Optimum Capital Structure- Difference between Capital Structure and Capitalization – Theories of Capital Structure – Net Income (NI) Approach and Net Operating Income (NOI) Approach only.

UNIT-IV LEVERAGES AND DIVIDEND POLICY

Leverages: Meaning – Types – Operating Leverage – Degree of Operating Leverage – Financial Leverage – Degree of Financial Leverage – Combined Leverage.

DividendPolicy: Meaning–Nature – Objectives – FactorsDeterminingDividendPolicy. (Theory Only)

UNIT-V WORKING CAPITALMANAGEMENT

Working Capital: Meaning – Types -Gross and Net Working Capital – Determinants of Working Capital–SourcesofWorkingCapital–OperatingcycleMethod-CreditandCollectionPolicies.

(60% Problem, 40% Theory)

**C. ABDUL HAKEEM COLLEGE (AUTONOMOUS),
MELVISHARAM**

Syllabus for Business Administration effective from the Year 2020-21

Year: III Year
V

Subject Code: U18MBA502

Semester:

Major – 14

MARKETING MANAGEMENT

Credits: 4

Max Marks. 75

Objective: To enable the students to learn the basic Basics of Marketing management.

| | | |
|-------------|---|---|
| CO 1 | - | Understand the concept of Marketing Management. |
| CO 2 | - | Gives an outline of Product life cycle and new product development. |
| CO 3 | - | Analyses types of Pricing and Pricing Strategies. |
| CO 4 | - | Summarizes channels of Physical Distribution and Digital Marketing |

Unit I: Introduction

Marketing: Meaning – Marketing vs. selling – Modern concept of Marketing – Marketing Functions – Marketing Mix – Buyer's behavior – Buying Motive. Consumer Exploitation- How to Protect Consumers.

Unit II: Product Planning and Development

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

Market Segmentation: Meaning – Importance - Bases for market Segmentation.

Unit III: Pricing Decision

Pricing: Meaning– Pricing strategies – Factor influencing pricing Decisions- Types of pricing **Branding :** Meaning - Reasons for branding products – features of a Good brand - Advantages **Packaging:** Meaning – Characteristics of a good Package – Objectives – Packaging Decisions.

Unit IV: Physical Distribution

Physical Distribution: Meaning – Channels of Distribution - Wholesaler – Functions – Services – Retailer – Functions– Services **Personal selling:** Meaning – Objectives – Steps in Personal Selling.

Unit V: Digital Marketing

Digital marketing: Meaning – Objectives - Benefits- Frame Work Digital Marketing – Strategies – Digital marketing Assets – Technology Platforms in Digital marketing – Ideas of Implementing an effective Digital marketing – Career Opportunities in DigitalMarketing.

Text Book:

T.B Dr. C.B. Gupta and Dr. N. Rajan Nair – Marketing Management by Sultan Chand Company, 1996.

**C. ABDUL HAKEEM COLLEGE (AUTONOMOUS),
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Syllabus for Business Administration effective from the Year 2020-21

Year: III Year

Subject Code: U18MBA503

Semester: V

Major – 15

ENTREPRENEURIAL DEVELOPMENT

Credits: 3

Max Marks. 75

COURSE OBJECTIVES

To create awareness among the students about the importance of entrepreneurship.

| | | |
|-------------|---|---|
| CO 1 | - | Understand the concept of Entrepreneurship. |
| CO 2 | - | States the role of women entrepreneurs and rural entrepreneurship. |
| CO 3 | - | Describes the concept of project formulation. |
| CO 4 | - | Analyses the role of Incentives & subsidies and Family managed business |

UNIT- I Introduction

Entrepreneur: Meaning- Characteristics - types – Functions– Traits– factors influencing Entrepreneurship – Entrepreneur Vs Intrapreneur - Entrepreneur Vs Manager - Role of entrepreneur in economic development.

UNIT-II: Women Entrepreneur

Women Entrepreneurs: Meaning– Functions and Role - Traits – Problems of Women Entrepreneurs – Suggestions for Promotion of Women Entrepreneurs –

Rural Entrepreneurship: Meaning – Need – Problems – Steps to Promote Rural Entrepreneurship.

UNIT-II: Selection of Project

Project: Meaning– Objectives – Importance - Project Identification – Selection of the Project – Project Formulation – Assessment of Project Feasibility – Preparation of Project Report.

UNIT-IV: Incentives and Subsidies

Incentives: Meaning – Need – Problems – Incentives for Development of Industries in backward areas - Incentives for agro based Industries – Seed Capital Assistance- Meaning - Objectives.

Subsidies: Meaning – Subsidies for Consultancy and Marketing Studies.

UNIT-V: Managing Family Business

Family Business: Meaning - Types - Role of family managed Business in Economic Development – Limitations – Challenges facing family managed Business – How to make Family Managed Business more effective.

Text Books:

1. C.B. Gupta, Entrepreneurship development in India – Sultan Chand & Co., New Delhi.

Reference Books:

1. S.S. Khanka, Entrepreneurial Development, S. Chand & Co., New Delhi.

C. ABDUL HAKEEM COLLEGE (AUTONOMOUS), MELVISHARAM

Syllabus for Business Administration effective from the Year 2020-21

Year: III Year

Subject Code: U18MBA504

Semester: V

Major – 16

STRESS MANAGEMENT

Credits: 3

Max Marks. 75

COURSE OBJECTIVES

To create awareness among the students about importance of Stress in our daily work life and how to manage it.

| | | |
|-------------|---|--|
| CO 1 | - | Defines the concept of Stress |
| CO 2 | - | Explains Parental stress and Homesickness among students |
| CO 3 | - | Identifies stress at workplace and money stress |
| CO 4 | - | Describes how to manage stress and anger and Provides remedies |

UNIT-I: Introduction

Stress: Meaning-features- Facts about Stress- Types of stress (Eustress, Distress, Acute, Chronic Only) – Symptoms of stress (Physical, Mental, emotional, & Behavioral Symptoms)

UNIT-II: Stress among Students

Parental Stress: Deadlines of Assignment – Competition for higher grades and performance- Ragging- Placement – Crush - Relation with teacher- Home Sickness- Preparing for Post-college life.

UNIT-III: Workplace and money Stress

Work Place Stress: Classification of Stress at workplace – list of stresses at workplace- top 7 stresses at work – Managing stress at workplace.

Money and Stress: Stress Caused by Money – Important aspect of money and Stress – How to Overcome Stress Caused by Money.

UNIT-IV: Managing Stress

Managing Stress: Time Management- Keep to-do list – Plan your time – Do not Procrastinate – Manage interruptions – Handle Visitors – overcome indecisiveness – Avoid Gossip - Delegate Authority – Practice speed Disposal.

UNIT-V: Anger Management

Anger management: Meaning- Negative impact of anger- Persons Less Prone to anger – Anger is Injurious to Health- Characteristics of Anger - anger management techniques.

Forgiveness: its impact - Merits

How to keep Stress at Bay- General remedies.

Text Books

1) Stress Management– Alok Chakrawal and Pratibha Goyal

C. ABDUL HAKEEM COLLEGE (AUTONOMOUS), MELVISHARAM
Syllabus for Business Administration effective from the Year 2020-21

Year: III Year

Subject Code: U18EBA501

Semester: V

Elective - 1

BUSINESS LAW (ELECTIVE – I)

Credits: 3

Max Marks. 75

COURSE OBJECTIVES

To familiarize the students about the basic concepts of Business Law.

| | | |
|-------------|---|---|
| CO 1 | - | Understand the concept of Law of contract. |
| CO 2 | - | Explains the concept of Performance of contract. |
| CO 3 | - | Analyses the Rights of duties and Liabilities of Principal and agent. |
| CO 4 | - | Describe the sales of goods act and cyber law |

UNIT-I: Law of Contract

Law of contracts – Meaning of Contract and Agreement Vs Contract – Definition – Essentials of a valid Contract–Offer–Acceptance–Consideration–Capacity of parties–Free Consent–Coercion – Undue influence – Fraud and Misrepresentation.

UNIT-II: Performance of contract

Performance of contract: Meaning- types of performance- essential of valid performance (tender).

Discharge of contract: Meaning – Modes Discharge of contract –

Remedies for Breach of contract: Meaning – Remedies for breach of contract - Quasi contract.

UNIT-III: Agency

Contract of agency: Meaning of agent and Principal-definition –Kinds of agents - Rights of duties of Principal and agent-Liability of principal and agent towards third parties–Termination of agency.

UNIT-IV: Sale of goods Act 1930

Sale of goods Act 1930: Meaning – definition– sale vs. agreement to sell – express and implied conditions and - Caveat Emptor - Rights of an unpaid seller

UNIT-V: CYBER LAW

CYBER LAW: Meaning - Scope of cyber law – importance of cyber law- need for cyber law. Crime – Computer Crime – example of cybercrime – need – factors contributing to cybercrime – strategy for prevention of computer crime.

TEXT BOOK:

Business law –N.D.Kapoor

REFERENCE BOOK:

Business Law –P.C.Tulsion

C. ABDUL HAKEEM COLLEGE (AUTONOMOUS), MELVISHARAM
Syllabus for Business Administration effective from the Year 2020-21

Year: III
Elective: I
Credits: 3

Subject Code: U18EBA502
FINANCIAL SERVICES

Semester: V

Max. Marks: 75

| | |
|--------------------------|---|
| OBJECTIVES: | To enable the students to gain knowledge of business financial services and dealing with the planning, organizing, and controlling of financial activities like the procurement and utilization of funds. |
| COURSE OUTCOME(S) | |
| CO1 | The students will be able to acquire the knowledge in Financial services and economic environment |
| CO2 | Learners will be able to understand lease and hire- purchase |
| CO3 | Learners will develop the ability to handle factoring services |
| CO4 | To provide wide knowledge relate to venture capital and assessment of risk |
| CO5 | Learners will secure the knowledge of mutual funds and credit rating agencies |

UNIT-I

Financial services – meaning – Financial services and economic environment – legal and regulatory framework – financial institutions and other participants in the financial services sector – capital and money markets – Instruments – Government – Securities market – SWAP Analysis

UNIT-II

Introduction to leasing – legal and tax aspects – lease evaluation – Merits and Demerits – Accounting and Reporting for Lease – lease funding – Types of lease – Lease agreement – Hire purchase Vs lease – Legal aspects of Hire purchase – rights and duties of hire vendor and hire purchaser.

UNIT-III

Factoring – Types and feature of factoring agreement – Factoring Vs Bills discounting – Services of factor – Consumer Finance and credit card services – forfeiting.

UNIT-IV

Venture capital – meaning and characteristics – criteria for assistance – schemes and guidelines – infrastructure financing – assessment of risk – legal aspects.

UNIT-V

Mutual funds – SEBI Guidelines – Features and types – Management structure and performance evaluation – Growth and recent trends – Investor services – Credit rating agencies – CRISIL, CARE, ICRA – Services – Criteria for rating – Symbols.

C. ABDUL HAKEEM COLLEGE (AUTONOMOUS), MELVISHARAM
Syllabus for Business Administration effective from the Year 2020-21

Year: III

Subject Code: U18EBA503

Semester: V

Elective: III

BUSINESS ENVIRONMENT

Credits: 3

Max. Marks: 75

| | |
|--------------------------|--|
| OBJECTIVES: | The basic objective of the course is to develop understanding and provide knowledge about the Indian and international business environment and to enable them to realize the impact of environment on Business. |
| COURSE OUTCOME(S) | |
| CO1 | The students will be able to acquire the knowledge in environments and their impact on business and strategic decisions. |
| CO2 | Learners will be able to understand the Political Environment and Provisions of Indian constitution pertaining to business |
| CO3 | To provide wide knowledge relate to Social Environment |
| CO4 | Learners will develop the ability to handle Economic Systems and their impact of Business |
| CO5 | Learners will secure the knowledge of Financial System |

UNIT-I

The concept of Business Environment - Its nature and significance - Brief overview of political - Cultural - Legal - Economic and social environments and their impact on business and strategic decisions.

UNIT-II

Political Environment - Government and Business relationship in India - Provisions of Indian constitution pertaining to business

UNIT-III

Social Environment - Cultural heritage - Social attitudes - impact of foreign culture - castes and communities - Joint family systems - Linguistic and Religious groups - Types of Social Organization

UNIT-IV

Economic Environment - Economic Systems and their impact of Business - Macro Economic Parameters like GDP - Growth Rate - Population - Urbanization - Fiscal deficit - Plan investment - Per capita Income and their impact on business decisions

UNIT-V

Financial Environment - Financial System - Commercial banks - RBI - IDBI - Non-Banking Financial Companies NBFC's

C. ABDUL HAKEEM COLLEGE (AUTONOMOUS), MELVISHARAM

Syllabus for Business Administration effective from the Year 2020-21

Year: III Year

Subject Code: U18SBAP51

Semester: V

Skilled Based: 3

OFFICE AUTOMATION LAB – I (SBS – I)

Credits: 2

Max Marks. 75

COURSE OBJECTIVES

To provide the Computer Lab Based working Knowledge of MS Office and MS PowerPoint

1. MS WORD

1. New Documents, Editing, Cut, Copy, Paste, Bullets and Numbering, Find & Replace.
2. Text Formatting: Bold, Italic, Underline, Text Alignment, Font Color, Style, Font size, Text Effects.
3. Line Spacing, Page Margin, Custom Margin, Sorting, Indenting, WordArt.
4. Header and Footer, Subscript, Superscript, Water Mark, Page Numbers, Page Fill. Spelling and Grammar, Hyperlink, Symbols, Text Direction. Import and Export. Inserting Coverpage
6. Table Creation, Borders and Shading, Merging, Splitting a cell in a Table
7. Creating Mail Merge by Typing a Letter.
8. Creating Letter Head and Logo Insertion.
9. Creating Newspaper Format and Newspaper Advertisement.
10. Creating Student Application Form.

2. MS POWERPOINT

1. PPT Orientation, Slide Layouts, Inserting Text, Word Art, Formatting Text, Bullets and Numbering, Auto Shapes, Lines and Arrows
2. Inserting Slide Number, Date, Title and Slide Show
3. Inserting Different Design Template in to a Slide
4. Inserting Image, Audio, and Video
5. Cropping of Image and Removal of Image Background
6. Grouping and Ungrouping of Objects

7. Inserting Screenshot of Word in to a NewSlide
8. Creating Transition and AnimationEffects
9. Insertion of Shapes Formatting, and Shapes Effects andFilling.
- 10 Creating Screening Record and Insert in to a NewSlide

**C. ABDUL HAKEEM COLLEGE (AUTONOMOUS),
MELVISHARAM**

Syllabus for Business Administration effective from the Year 2020-21

Year: III Year

Subject Code: U18EINP51

Semester: V

Internship

INTERNSHIP TRAINING

Credits: 2

Max Marks. 75

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| Objectives: Internships are educational and career development opportunities, providing Practical experience in a field or discipline. |
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| Course Outcome : At the end of the course, the student can able to |
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|-----|--|
| CO1 | Apply knowledge of theoretical concepts, tools and resources on the project. |
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| | |
|-----|---|
| CO2 | Analyze and solve complex problems in order to reach substantiated conclusions. |
|-----|---|

Instructions for Internships

1. Internship–

- a. Internship with Industry/ Govt. / NGO/ PSU/ Any Micro/Small/Medium enterprise/ Online Internship
 - b. Inter/Intra Institutional Activities – Inter/ Intra Institutional Workshop/ Training/ Working for consultancy/ research project
- 2. Suggested Periods** – During summer vacation after 4th semester.
- 3. Duration** – 2 Weeks
- 4. Proposed document to be submitted as evidence** – Internship Report and Certificate

Internship Report:

After completion of Internship, the student should prepare a comprehensive report to indicate what he has observed and learnt in the training period. The student may contact Industrial Supervisor/ Faculty Mentor for assigning special topics and problems and should prepare the final report on the assigned topics. Daily diary will also help to a great extent in writing the industrial report since much of the information has already been incorporated by the student into the daily diary. The training report should be signed by the Internship Supervisor and Faculty Mentor.

- 5. Evaluation Method** – Viva-voce Examination by the Faculty mentor and Faculty from other department.

Internal: 25 marks (For attendance)

External: 75 Marks (Internship report)

The Internship report will be evaluated on the basis of following criteria:

- i. Originality **(15)**.
- ii. Adequacy and purposeful write-up **(15)**.
- iii. Organization, format, drawings, sketches, style, language etc. **(15)**.
- iv. Variety and relevance of learning experience **(15)**.
- v. Practical applications, relationships with basic theory and concepts taught in the course **(15)**.

Note: Internships may be full-time or part-time; it should be full-time in the summer vacation and part-time during the academic session

III YEAR SEMESTER -VI

C. ABDUL HAKEEM COLLEGE (AUTONOMOUS), MELVISHARAM

Syllabus for Business Administration effective from the Year 2020-21

Year: III Year

Subject Code: U18MBA601

Semester: VI

Major - 17

COST ACCOUNTING

Credits: 5

Max Marks. 75

COURSE OBJECTIVES

This paper will acquaint the students with cost accounting concepts and its application for decision making.

COURSE OUTCOMES

| | |
|-------------|---|
| CO 1 | - Understand the basic Concepts of Costing |
| CO 2 | - Compute and categorize the material and labour costs. |
| CO 3 | - Classify the overheads with primary and secondary distribution. |
| CO 4 | - Illustrate the Cost sheet for any product. |

UNIT-I INTRODUCTION

Cost Accounting: - Objectives - Advantages - Importance – Limitations - Concept of Cost, Costing, Cost Control and Cost Audit - Cost Centre and Cost Unit - Classification of Cost - Comparison of Cost Accounting with Financial Accounting and Management Accounting. (Theory Only)

UNIT-II COSTSHEET

Elements of Cost – Materials – Labor – Expenses – Overheads – Classification of Overheads – Purposes of Cost sheet – Specimen of Cost sheet – Computation of Cost sheet – Tender – Quotation.

UNIT-III MATERIALCOST

Materials: Meaning – Objectives – Essentials of Material Control – ABC Technique - Stock Levels - Stores Ledger - EOQ - Methods of pricing material issues – FIFO, LIFO, Simple Average and Weighted Average Methods.

UNIT-IV LABOUR COST

Labor: Importance of Labor Cost - Various methods of Wage payment - Calculation of Wages – Time rate system, Piece rate system and Over Time - Labour Turnover (L.T.O) Methods of Incentive Schemes: Taylor's, Halsey and Rowan plans only.

UNIT-V OVERHEADS

Overheads: Meaning - Allocation and Apportionments – Primary and Secondary Distribution - Repeated Distribution Only - Machine hour Rate.

Text Book:

1. Cost Accounting - T.S. Reddy and Y. Hari Prasad Reddy, Margham Publishers.

Books for Reference:

1. Cost Accounting - Jain and Narang, Kalyani Publishers
2. Cost Accounting - S. N. Maheshwari, Sultan Chand, New Delhi.

**C. ABDUL HAKEEM COLLEGE (AUTONOMOUS),
MELVISHARAM**

Syllabus for Business Administration effective from the Year 2020-21

Year: III Year

Subject Code: U18MBA602

Semester: VI

Major - 18

LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Credits: 5

Max Marks. 75

COURSE OBJECTIVE:

To understand how logistics, supply chain, operations, channels of distribution fit in to various types of business such as Manufacturing and Service.

COURSE OUTCOME:

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| CO1: Demonstrate a clear understanding of the keys concepts applied in Logistics and Supply chain Management. |
| CO2: Analyze the principles and functions of warehousing, Material handling and Packaging. |
| CO3: Examine the various systems, options of transportation and distribution network. |
| CO4: Ability to build and manage a competitive supply chain using information technology |

UNIT I: INTRODUCTION

Logistics: Definition – Functions & Objectives – Customer Value Chain – Value added logistics services – Role of logistics in Competitive strategy – Customer Service.

Supply Chain: meaning - Importance - Decision Phases – Supply chain relationships - Drivers of Supply Chain Performance.

UNIT II: WAREHOUSE, MATERIAL HANDLING AND PACKAGING

Warehousing: Meaning and benefits- Storage functionality and principles- Types of warehouses. Material Handling- Meaning and considerations. Packaging- meaning, Functions. Packaging Materials

UNIT III: TRANSPORTATION SYSTEMS

Transportation System: Meaning and Importance - modes of transportation- selection, merits and demerits-Freight Documentation– Vehicle Routing – Containerization

UNIT IV: DISTRIBUTION NETWORKS AND OUTSOURCING LOGISTICS

Distribution network : Meaning and Factors. Options for a distribution network- advantages and disadvantages. Choice of distribution networks

Sourcing: Meaning, In-house vs. Outsource, benefits- Third and fourth party logistics (3PL & 4PL).

UNIT V: CURRENT TRENDS

Logistics Information Systems :- Need, Characteristics and Design. E-Logistics – Structure and Operation. Automated Identification Technologies. Reverse Logistics – design- Global Logistics – Green Logistics

IT in Supply Chain - Agile Supply Chains -Reverse Supply chain. Agro Supply Chains.

TEXTBOOKS

Dr.L.Natarajan, Logistics and supply chain management, Margham Publications. G RAGURAM AND N RANGARAJ, Logistics and supply chain management

C. ABDUL HAKEEM COLLEGE (AUTONOMOUS), MELVISHARAM

Syllabus for Business Administration effective from the Year 2020-21

Year: III Year

Subject Code: U18MBAP60

Semester: VI

Project

MAJOR PROJECT AND VIVA VOCE

Credits: 8

Max Marks. 75

COURSE OBJECTIVE:

To provide real time Exposure to students in Industries so as to help them acquire working knowledge in Business Organization

15 days training in a business Establishment. It is a group project comprising of not more than 5 students in each group

Marks:

Project - 75

Viva-voce - 25

The project is evaluated by an External Examiner.

C. ABDUL HAKEEM COLLEGE (AUTONOMOUS), MELVISHARAM

Syllabus for Business Administration effective from the Year 2020-21

Year: III Year

Subject Code: U18EBA601

Semester: VI

Elective - 2

SERVICES MARKETING (ELECTIVE - II)

Credits: 3

Max Marks. 75

COURSE OBJECTIVES

The objectives of this course are to familiarize the students with the basic financial management concepts and their applications in financial decision making.

| | | |
|-------------|---|--|
| CO 1 | - | Understand the concept of Services Marketing. |
| CO 2 | - | Describes about service Product and Service Life Cycle Management. |
| CO 3 | - | Analyses Pricing of services, strategies and customer satisfaction |
| CO 4 | - | Outlines services in financial, health and Tourism Sectors. |

UNIT-I Introduction

Evolution and Growth of the Service Sector- Nature and Concept of Service-Classification of Services- Characteristics of Services and their marketing implications-Essential Elements of marketing mix in servicesmarketing.

UNIT-II Service Product

Service Product:Meaning - Product Planning and Development - Branding of Services - New Service Development-Stages in New Service Development - Service Life Cycle Management - Service Quality Management - Dimension of Service Quality - Improving quality of Service.

UNIT-III Pricing

Pricing of Services: – Objectives- Factors determining Pricing Decision-Approaches to Pricing Services- Pricing Strategies based on perceived Value- Customer Expectation- Customer satisfaction.

UNIT-IV Financial and Insurance Service

Marketing of Financial Services: Meaning-characteristics of marketing of financial services -role of personal selling in financial services – Marketing mix of financial services-A Product portfolio for Banks. **Insurance Services:** Meaning - Significance of Segmentation in Insurance Business-market segmentation to the insurance business —Marketing mix for insurancebusiness.

UNIT-V Health and Tourism Service

Health Services: Meaning-Types of Hospitals- Marketing Mix for Hospitals-health care industry-factors leading to the growth of health care in India.

Tourism Services: Meaning – users of Tourism Services -marketing mix for tourism-tour operator-travel agents- Travel Guide- Technique of sales promotions to promote Tourism.

Text Book:

1.Service Marketing-Dr. L. Natrajan. Margham Publications

Reference Books:

1.Christopher Lovelock, Services Marketing, Pearson Education.

C. ABDUL HAKEEM COLLEGE (AUTONOMOUS), MELVISHARAM

Syllabus for Business Administration effective from the Year 2020-21

Year: III Year

Subject Code: U18EBA602

Semester: VI

Elective - 2

CREATIVITY AND INNOVATION MANAGEMENT

Credits: 3

Max Marks. 75

| | |
|--------------------------|---|
| OBJECTIVES: | To enable the students to learn the various aspects of creativity and innovation. |
| COURSE OUTCOME(S) | |
| CO1 | Intoduction to group creativity and thinking |
| CO2 | To understand use of different techniques in decision making |
| CO3 | To build mental strength to mental thinking |
| CO4 | TO create logical thinking and problem solving |
| CO5 | To gain knowledge on creative techniques |

UNIT-I

What is creativity- Individual and group creativity – Convergent Thinking – Divergent Thinking and Generation of Creative Ideas?

UNIT-II

Thinking Hats Methods – Redefinition Techniques – Random Stimulus – Generation of Creative Ideas in Groups – Brainstorming – Reverse Brainstorming – Synaptic – Morphological Method.

UNIT-III

Creativity Exercises –Mental gym- The way the mind works– Difference Between Lateral and Vertical Thinking – Attitudes Towards Lateral Thinking – Basic Nature of Lateral Thinking – Techniques – The Generation of Alternatives – Challenging Assumptions.

UNIT-IV

Innovation – Suspended judgment – Analogies – Lateral Thinking – What is a Problem – Defined problems – Creative Problem Solving – Models of Techniques of Creative Problem Solving

UNIT-V

Comparison of Creativity Techniques- Mental Gym Quiz - Blocks of Creativity – Fears and Disabilities – Energy for your Creativity – Creative – Making Your Environment More Creative – The Creative Life Quiz – Case Study

Text Books:

1TrainingCreativeThinking–DavisGaryandScottNewYorkPub

C. ABDUL HAKEEM COLLEGE (AUTONOMOUS), MELVISHARAM

Syllabus for Business Administration effective from the Year 2020-21

Year: III Year

Subject Code: U18MCM402

Semester: VI

Major: 10

COMPANY LAW

Credits:4

Max Marks. 75

| | |
|--------------------------|--|
| OBJECTIVES: | To gain comprehensive knowledge in Company Law. |
| COURSE OUTCOME(S) | |
| CO1 | To understand the basic concepts of company |
| CO2 | To learn about the formation of company |
| CO3 | To know the prospectus in a elaborate manner |
| CO4 | To learn about the members of company |
| CO5 | To gain knowledge regarding the directors of the company |

UNIT I – INTRODUCTION OF COMPANY

Meaning & Definition – Characteristics of a company – Types of Companies - Distinction between Private and public company - Special privileges of a Private company.

UNIT II – FORMATION OF A COMPANY

Meaning – stages in Formation of a company – Promotion – Functions of Promoter – Procedure for Registration and Incorporation – Certificate of Incorporation – Memorandum of Association – Contents of Memorandum of Association – Articles of Association – Contents of Articles of Association.

UNIT III – PROSPECTUS

Meaning – Legal rules relating to issue of prospectus - Contents of Prospectus – Liability for Misleading Statements in Prospectus – Conditions for Rescission of Contract.

UNIT IV – MEMBERS OF A COMPANY

Meaning – Distinction between Members and Shareholders - Capacity to become a Member – Termination of Membership - Rights of Members – Liability of Members.

UNIT V – DIRECTORS OF A COMPANY & WINDING UP OF A COMPANY

Directors of a Company – Introduction – Director Identification Number - Appointment of First Directors – Appointment of Directors by Shareholders – Removal of Directors – Specific Powers of Directors – Liabilities of Directors – Winding up - Meaning - Methods of winding up.

Text Book:

1. P.P.S.Gogna, Company Law – S.Chand.

C. ABDUL HAKEEM COLLEGE (AUTONOMOUS), MELVISHARAM

Syllabus for Business Administration effective from the Year 2020-21

Year: III Year
Skilled Based – 4
Credits: 2

Subject Code: U18SBAP61
OFFICE AUTOMATION LAB - II (SBS - IV)

Semester: VI
Max Marks. 75

COURSE OBJECTIVES

To provide the Computer Lab working Knowledge of MS Excel and Photoshop

1. MSEXCEL

Formulas and Functions

1. a) Prepare a Worksheet showing the monthly sales of a company in different branch Offices [Showing Total Sales, Average Sales].
b) Prepare a Statement for preparing Result of 10 students in 5 subjects (using formula to get Distinction, I Class, II Class and Fail under Result column against each student).

Operating on the sheets

2. a) Finding, deleting and adding records, formatting columns, row height.
b) Merging, splitting columns and connecting the Worksheets and enter the data.

Creating a Chart

3. a) Create a chart for comparing the monthly sales of a company in different branch Offices.
b) Working on Different Types of Charts in a Worksheet
4. Sorting Data, Filtering Data and creation of Pivot tables.
5. Creation of Data Validation, Protection and Exporting

3. ADOBE PHOTOSHOP

1. Creation of Passport Size photo [Color / Grayscale]
2. Creation of Visiting Cards for Business
3. Creation of College Student Identity Card
4. Prepare a Cover Page For The Book In Your Subject Area.
5. Working with Blur Image, Contrast, and Image size reducer
6. Creation of Banner for Department National Seminar
7. Creation of Tri Folded Pamphlet for Department Seminar.