

C. Abdul Hakeem College (Autonomous), Melvisharam.

Syllabus for All First Year UG Courses effective from the year 2025-2026

Sem	Category	Course Code	Course Title	Hours	Credits	Int. Marks	Ext. Marks	Max. Marks
III	GEL	U24FTA301	TAMIL - III	60	3	25	75	100

OBJECTIVES:

- தமிழர் வரலாற்றையும், வாழ்வியல் தொன்மையையும் அறிந்து கொள்ளுதல்
- தமிழரின் பண்பாட்டினை அறிந்து கொள்ளுதல் மற்றும் தமிழ்நாட்டிற்கு வந்திணைந்த பிற பண்பாட்டுச் சூழலை உணர்ந்து கொள்ளுதல்.
- மண் சார்ந்த சமூக ஆர்வலர்களையும் ஆளுமைகளையும் அறிதல்.

COURSE OUTCOME(S)

COs	CO Statement (After completing the course, the students will be able to)	Cognitive Level
CO1	தமிழக மற்றும் தமிழர் வரலாற்றை அறிந்து கொள்வர்	K5
CO2	தமிழரின் வாழ்வியல் நெறிமுறைகளை உணர்ந்து கொள்வர்	K3
CO3	தமிழகத்தின் வெவ்வேறு காலகட்டத்தின் ஆட்சி வரலாற்றை அறிவர்.	K4
CO4	தமிழ்ச் சூழலின் இன்றியமையாத காலகட்டங்களை உணர்ந்து கொள்வர்	K2
CO5	சமூகத்தின் மேம்பாட்டுக்கு உழைத்திட்ட மறுமலர்ச்சியாளர்களைத் தெளிந்து கொள்வார்.	K1

தமிழக வரலாறும் பண்பாடும் - பாடத்திட்டம்

அலகு - 1	நில வரலாறு 1. பழங்கால வரலாறு 2. திணை வாழ்வியல் 3. அகழ்வாராய்ச்சியில் தமிழர்	(12 Hours)
அலகு - 2	சமூக வரலாறு 1. சங்க கால ஆட்சிமுறை 2. அயல்நாட்டுத் தொடர்புகள் 3. கல்வியும் கலைகளும்	(12 Hours)
அலகு - 3	ஆட்சியர் வரலாறு 1. பல்லவர் மற்றும் நாயக்கர் ஆட்சி 2. முகமதியர் மற்றும் மராட்டியர் ஆட்சி 3. போர்த்துகீசியர் மற்றும் ஆங்கிலேயர் ஆட்சி	(12 Hours)
அலகு - 4	தமிழக விடுதலைப் போராட்டம் 1. விடுதலைப் போராட்டத்தில் தமிழகம் 2. இந்திய விடுதலையில் தமிழக இசுலாமியர் 3. மொழிப் போராட்டம்	(12 Hours)
அலகு - 5	சமூக மறுமலர்ச்சியாளர்கள் 1. நவாப் சி.அப்துல் ஹக்கீம் 2. டாக்டர் ஐடா ஸ்கடர் 3. டாக்டர் மு.வரதராசனார்	(12 Hours)

பார்வை நூல்கள்

- | | | | |
|---|---------------------------------|---|---|
| 1 | செய்யுள் திரட்டு | - | தமிழ்த்துறை, சி.அப்துல் ஹக்கீம் கல்லூரி, 2025 சூன் வெளியீடு |
| 2 | தமிழக வரலாறும் தமிழர் பண்பாடும் | - | டாக்டர் ஆ.இராமகிருட்டினன்
சர்வோதய இலக்கியப் பண்ணை, மதுரை - 01
பத்தாம் பதிப்பு -2012 |
| 3 | விடுதலைப் போரில் முஸ்லிம்கள் | - | வி.என்.சாமி
பாவலர் பதிப்பகம், மதுரை - 09
முதல் பதிப்பு -2009 |

C. Abdul Hakeem College (Autonomous), Melvisharam.

Web Sources

- Tamil Heritage Foundation- www.tamilheritage.org
- Tamil virtual University Library- [www.tamilvu.org/ library](http://www.tamilvu.org/library) <http://www.virtualvu.org/library>
- Project Madurai - www.projectmadurai.org.
- Chennai Library- www.chennailibrary.com .
- Tamil Universal Digital Library- www.ulib.prg .
- Tamil E-Books Downloads- [tamilebooksdownloads. blogspot.com](http://tamilebooksdownloads.blogspot.com)

Cos	Programme Outcomes					Programme Specific Outcomes					Mean
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	1	1	3	2	2	-	-	-	-	-	
CO2	1	2	2	3	3	-	-	-	-	-	
CO3	2	2	3	2	3	-	-	-	-	-	
CO4	3	2	2	2	3	-	-	-	-	-	
CO5	3	2	3	2	3	-	-	-	-	-	
Mean Overall Score											

3 – Strong; 2 – Medium; 1 – Low

Prepared by	Verified by

C. Abdul Hakeem College (Autonomous), Melvisharam.

Syllabus for All First Year UG Courses effective from the year 2025-2026

Sem	Category	Course Code	Course Title	Hours	Credits	Int. Marks	Ext. Marks	Max. Marks
IV	GEL	U24FTA401	TAMIL - IV	60	3	25	75	100

OBJECTIVES

- தமிழ் மொழியின் வழியாக அறிவியல் சிந்தனைகளை வளர்த்தல். தமிழ் இணைய பயன்பாட்டையும், அறிவியல் கலைச்சொல்லாக்கத்தையும் பயிற்றுவித்தல்.
- தமிழ்ச் சூழலில் அதிக பேசுபொருளாக இருக்கின்ற மொழி, பக்தி, நாட்டுநடப்பு மற்றும் நட்புறவு போன்றவற்றை மையப் பொருளாகக் கொண்டுள்ள தற்கால இலக்கியச் செய்திகளை விளங்க வைத்தல்.

COURSE OUTCOME(S)

COs	CO Statement (After completing the course, the students will be able to)	Cognitive Level
CO1	தமிழ்மொழியின் வழியாக அறிவியல் பற்றி சிந்திக்கும் திறன் பெறுவர்.	K4
CO2	தமிழிலக்கியப் பரப்பில் நிலம்,கருவி,உயிர் முதலியவை அறிவியலால் நிகழ்ந்த மாற்றங்களை நன்கு உணர்வர்.	K5
CO3	இணைய பயன்பாட்டையும், தமிழில் அதன் நிலைப்பாட்டையும், கலைச்சொல்லின் முக்கியத்துவத்தையும் தெரிந்து கொள்வர்.	K3
CO4	மொழி, இறையான்மை, நாட்டுநடப்புச் சூழல்களை தற்கால கவிதை வழி உணர்ந்து கொள்வர்	K2
CO5	வழிபாடு, நட்புறவு, நாட்டுப்பற்று போன்ற சூழ்நிலைகளைத் தமிழ் உரைநடை இலக்கியங்கள் வழி அறிவர்.	K2

தமிழில் அறிவியலும் சூழலியலும் - பாடத்திட்டம்

அலகு - 1	தமிழரின் அறிவியல் சிந்தனைகள் 1. ஐந்திணைப் பகுப்பும் சூழலியலும் 2. தொழில்நுட்ப மேலாண்மை 3. நீர் நில மேலாண்மை	(12 Hours)
அலகு - 2	இலக்கியங்களில் அறிவியல் சிந்தனைகள் 1. நிலவியல் 2. உலோகவியல் 3. உயிரியல்	(12 Hours)
அலகு - 3	இணையத் தமிழ் 1. இணையத் தமிழ் பயன்பாடு -அறிமுகம் 2. இணையத் தமிழ்க் கல்விக் கழகம், இணைய நூலகம் 3. கலைச்சொல்லாக்கம்	(12 Hours)
அலகு - 4	தமிழ்ச் சூழலியல் (கவிதை) 1. கவிஞர். முடியரசன் - மொழி உணர்ச்சி 2. கவிக்கோ அப்துல் ரகுமான் - தவறான எண் 3. ஈரோடு தமிழன்பன் - சென்றியூ கவிதைகள்	(12 Hours)
அலகு - 5	தமிழர் சூழலியல் (உரைநடை) 1. தொ.பரமசிவம் - குலதெய்வம் 2. தி.மு.அப்துல் காதர் - முகத்தில் முகம் பார்க்கலாம் 3. வைரமுத்து - தாய்மண்	(12 Hours)

பார்வை நூல்கள்

- செய்யுள் திரட்டு - தமிழ்த்துறை, சி.அப்துல் ஹக்கீம் கல்லூரி, 2025 சூன் வெளியீடு
- அறிவியல் தமிழ் - இராதா செல்லப்பன், பாரதிதாசன் பல்கலைக்கழகம், திருச்சி.
- இணையத்தமிழ் வரலாறு - மு.பொன்ன வைக்கோ பாரதிதாசன் பல்கலைக்கழகம், திருச்சி.

C. Abdul Hakeem College (Autonomous), Melvisharam.

Web Sources

- Tamil Heritage Foundation- www.tamilheritage.org
- Tamil virtual University Library- www.tamilvu.org/ library <http://www.virtualvu.org/library>
- Project Madurai - www.projectmadurai.org
- Chennai Library- www.chennailibrary.com
- Tamil Universal Digital Library- www.ulib.prg
- Tamil E-Books Downloads- tamilebooksdownloads.blogspot.com
- Tamil Books on line- books.tamilcube.com

Cos	Programme Outcomes					Programme Specific Outcomes					Mean
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	2	2	3	2	-	-	-	-	-	
CO2	2	2	3	2	2	-	-	-	-	-	
CO3	2	2	3	2	3	-	-	-	-	-	
CO4	2	2	3	2	3	-	-	-	-	-	
CO5	2	2	2	3	3	-	-	-	-	-	
Mean Overall Score											

3 – Strong; 2 – Medium; 1 – Low

Prepared by	Verified by

C. Abdul Hakeem College (Autonomous), Melvisharam.

Syllabus for Second Year UG Courses effective from the year 2025-2026

Sem	Category	Course Code	Course Title	Hours	Credits	Int. Marks	Ext. Marks	Max. Marks
III	GEL	U24FUR301	URDU - III	60	3	25	75	100

Objectives:

Course Outcomes (COs) and Cognitive Level Mapping:

COs	CO Statement (After completing the course, the students will be able to)	Cognitive Level
CO1	Understand the historical evolution of the Urdu language and different linguistic perspectives.	K2
CO2	Analyze the prose and poetry contributions of renowned Urdu writers and poets	K4
CO3	Gain insights into Urdu drama, its structure, significance, and evaluate	K5
CO4	Develop an appreciation for Rubaiyat by poets	K5
CO5	Improve formal letter-writing skills for academic, personal, and professional communication.	K6

Cognitive Levels (K1-Remember; K2-Understand; K3-Apply; K4-Analyze; K5-Evaluate; K6-Create)

Syllabus:

<p>UNIT – I - 15 Hours</p> <p>***Tareek-e-Adab-e-Urdu</p> <p>***Urdu Zaban Ki Ibteda-o-Irthiqa</p> <p>***Urdu Ke Muthaluq Mukthali Nazriyath</p> <p>UNIT – II - 15 Hours</p> <p>***Urdu Ke Nasar Nigaar aor shoura</p> <p>***Abdul Haleem Sharar</p> <p>***Prem Chand</p> <p>***Faiz Ahmed Faiz</p> <p>***Akbar Alihabadi</p> <p>UNIT – III - 15 Hours</p> <p>DRAMA</p> <p>***Darama Ka Tarruf</p> <p>***Kirshan Chender Ka Tarruf</p> <p>***Darwaz-e-Kholdo</p> <p>UNIT – IV - 15 Hours</p> <p>***RUBAIYAT</p> <p>***Mir Anees ka tarruf</p> <p>Gulshan Mein Phiroon Ke Sair Sehra Dehkoon</p> <p>***Akbar Alahbadi ka tarruf</p> <p>Gafath Ki Hansi Se aah Bharna Achcha</p> <p>***Amjad Hyderadi ka tarruf</p>	<p>یونٹ I- □ □ ➤ تاریخ ادب اردو</p> <p>❖ □ □ اردو زبان کی ابتداء و ارتقاء</p> <p>❖ □ □ اردو کے متعلق مختلف نظریات</p> <p>یونٹ II- ➤ اردو کے نثر نگار و شعرائ</p> <p>❖ □ □ عبدالحلیم شرر</p> <p>❖ پریم چند</p> <p>❖ فیض احمد فیض</p> <p>❖ اکبر الہ آبادی □ □</p> <p>یونٹ III- ➤ □ □ ڈرامہ</p> <p>❖ ڈرامہ کا تعارف</p> <p>❖ کرشن چندر کا تعارف</p> <p>❖ □ □ دروازے کھول دو</p> <p>یونٹ IV- ➤ □ □ رباعیات</p> <p>❖ □ □ میر انیس کا تعارف</p> <p>❖ گلشن میں پھروں کے سیر صحرا دیکھو</p> <p>❖ □ □ اکبر الہ آبادی کا تعارف</p> <p>❖ غفلت کی ہنسی سے آہ بھرنا اچھا</p> <p>❖ □ □ امجد حیدر آبادی کا تعارف</p> <p>❖ اس نام کی زندگی پہ کچھ جان تو ہو؟</p> <p>❖ □ □ اصغر ویلوری کا تعارف</p> <p>❖ ڈھونڈا تو کتابوں میں صداقت نہ ملی</p> <p>یونٹ V- ➤ خطوط نگاری</p> <p>❖ □ □ پرنسپل کے نام چھٹی کا خط</p> <p>❖ والد/سرپرست کو خط، جس میں کالج کی فیس کی ادائیگی کے لیے رقم مانگی گئی ہو۔ □</p>
--	--

C. Abdul Hakeem College (Autonomous), Melvisharam.

<p>Is Nam Ki Zandagi Pe Kuch Jan Tho Ho ❀❀Asghar Vellori ka tarruf Doonda Tho Kithaboon Mein Sadaqth na Mili</p> <p>UNIT – V - 15 Hours ❀❀Khutoot Nigari ❀❀Letter to the Principal seeking leave ❀❀Letter to the Father/Guardian asking money for payment of College fees ❀❀Letter to the Manager of a Firm seeking employment ❀❀ Letter to a publisher or book seller placing order for books</p>	<p>❖ ملازمت کی درخواست کرتے ہوئے مینیجر کے نام خط ❖ کتابوں کا آرڈر کرتے ہوئے پبلشر یا کتاب فروش کے نام خط</p>
---	--

_____ # Self Study Component for Seminar/Assignment:
 (Questions should not be asked from self study component in the End Semester Examinations)

Text Books:

NISAB-E-JAMEEL EDITED BY Dr.S.MOHAMED YASSIR & Dr.S.MOHAMED MUDDASSIR

Reference Book:

- | | |
|--|---|
| <ul style="list-style-type: none"> • Deewan-e-Meer • Deewan-e-Dard • Deewan-e-Ghalib • Kuliyaath-e-Momin | <ul style="list-style-type: none"> • Kuliyaath-e-Akbar • Kuliyaath-e- Iqbal • Kuliyaath-e- Jigar • Kuliyaath-e- Saher Ludhyanvi |
|--|---|

Web Resources:

1. www.rekhta.org 2. www.urduchannel.in 3. www.urducouncil.nic.in

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) and Programme Specific Outcomes (PSOs)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	3	3	2							
CO2	2	3	3	2							
CO3	3	2	3	3							
CO4	3	2	2	2							
CO5	3	3	2	3							

3 – Strong; 2 – Medium; 1 – Low

Prepared by	Verified by

C. Abdul Hakeem College (Autonomous), Melvisharam.

Syllabus for Second Year UG Courses effective from the year 2025-2026

Sem	Category	Course Code	Course Title	Hours	Credits	Int. Marks	Ext. Marks	Max. Marks
IV	GEL	U24FUR401	URDU - IV	90	3	25	75	100

Objectives:

Course Outcomes (COs) and Cognitive Level Mapping:

COs	CO Statement (After completing the course, the students will be able to)	Cognitive Level
CO1	Understand the fundamentals of Short Story, its definition, and artistic elements.	K2
CO2	Analyze and critically appreciate selected works of renowned Urdu fiction	K4
CO3	Evaluate the themes, social contexts, and narrative styles of selected Afsanas	K5
CO4	Develop critical thinking through Afsanas	K5
CO5	Enhance literary expression through general essays and dialogue-writing skills	K6

Cognitive Levels (K1-Remember; K2-Understand; K3-Apply; K4-Analyze; K5-Evaluate; K6-Create)

Syllabus:

UNIT – I -- 15 Hours

➤ AFSANA

- ❖ Afsane ki Tareef
- ❖ Afsane ka fun

یونٹ I۔

➤ افسانہ

- ❖ افسانے کی تعریف
- ❖ افسانے کا فن

UNIT – II -- 15 Hours

- ❖ Rajendra Singh Bedi ka tarruf
- ❖ Afsana-Bhola
- ❖ Prem Chand ka Tarruf
- ❖ Afsana- Kafan

یونٹ II۔

- ❖ راجندر سنگھ بیدی کا تعارف
- ❖ افسانہ بھولا
- ❖ پریم چند کا تعارف
- ❖ افسانہ - کفن

UNIT – III -- 15 Hours

- ❖ Kirshan Chender ka Tarruf
- ❖ Afsana- Jamun Ka Pard
- ❖ Ameerunisa ka Tarruf
- ❖ Afsana-Dard Ka Ehsaas

یونٹ III۔

- ❖ کرشن چندر کا تعارف
- ❖ افسانہ - جامن کا پیڑ
- ❖ امیر النساء کا تعارف
- ❖ افسانہ - درد کا احساس

UNIT – IV -- 15 Hours

- ❖ Ali Akbar Amburi ka Tarruf
- ❖ Afsana-KhushNaseeb
- ❖ Saadat Hasan Manto ka Tarruf
- ❖ Naya Qanoon

یونٹ IV۔

- ❖ علی اکبر امبوری کا تعارف
- ❖ افسانہ - خوش نصیب
- ❖ سعادت حسن منٹو کا تعارف
- ❖ افسانہ - نیا قانون

UNIT – V -- 15 Hours

➤ MAZMOON NIGARI

- ❖ Mazmoon Nigari Ki Tareef
- ❖ Akbaar Bini ke fawaid
- ❖ Computer ki Ahmiyath
- ❖ Science ke fawaid aur Nuqsanath
- ❖ Mukalama Nigari

یونٹ V۔

- مضمون نگاری
- ❖ مضمون نگاری کی تعریف
- ❖ اخبار بینی کے فوائد
- ❖ کمپیوٹر کی اہمیت
- ❖ سائنس کے فوائد اور نقصانات
- ❖ مکالمہ نگاری

C. Abdul Hakeem College (Autonomous), Melvisharam.

_____ # Self Study Component for Seminar/Assignment:

(Questions should not be asked from self study component in the End Semester Examinations)

Text Books:

NISAB-E-JAMEEL EDITED BY Dr.S.MOHAMED YASSIR & Dr.S.MOHAMED MUDDASSIR

Reference Book:

- Deewan-e-Meer
- Deewan-e-Dard
- Deewan-e-Ghalib
- Kuliyaath-e-Momin
- Kuliyaath-e-Akbar
- Kuliyaath-e- Iqbal
- Kuliyaath-e- Jigar
- Kuliyaath-e- Saher Ludhyanvi

Web Resources:

1. www.rekhta.org
2. www.urduchannel.in
3. www.urducouncil.nic.in

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) and Programme Specific Outcomes (PSOs)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	3	3	2							
CO2	2	3	3	2							
CO3	3	2	3	3							
CO4	3	2	2	2							
CO5	3	3	2	3							

3 – Strong; 2 – Medium; 1 – Low

Prepared by	Verified by

C. Abdul Hakeem College (Autonomous), Melvisharam.

Syllabus for All II Year UG Courses effective from the year 2025-2026

<i>Sem</i>	<i>Category</i>	<i>Course Code</i>	<i>Course Title</i>	<i>Hours</i>	<i>Credits</i>	<i>Int. Marks</i>	<i>Ext. Marks</i>	<i>Max. Marks</i>
<i>III</i>	<i>GEL</i>	<i>U24FEN301</i>	<i>English – III</i>	<i>60</i>	<i>3</i>	<i>25</i>	<i>75</i>	<i>100</i>

Course Objectives

CO1	To enable learners to acquire self-awareness required in various life situations.
CO2	To enable learners to inculcate positive thinking required in various life situations.
CO3	To help them acquire the attribute of empathy
CO4	To assist them in acquiring creative and critical thinking abilities
CO5	To enable them to learn the basic grammar

Unit I

Prose

1. My Vision for India – Dr. A.P.J. Abdul Kalam
2. On Saying Please – A.G. Gardiner
3. Character is Destiny – Dr. S. Radhakrishnan
4. Time and the Machine – Aldous Huxley

Unit II

Poetry

1. The Daffodils — William Wordsworth
2. Ulysses – Alfred Lord Tennyson
3. The Village School Master—Oliver Goldsmith
4. Telephone Conversation – Wole Soyinka

Unit III

Short Story

1. Three Questions – Leo Tolstoy
2. The Taxi Driver – K.S.Duggal

Unit IV

Readers Theatre

1. The Boy Comes Home – A.A. Milne
2. Love at First Sight – The Tempest – William Shakespeare

Unit V

Lexical Skills

- a) Foreign Words and Special Terminology
- b) Building Vocabulary
- c) Phrasal Verbs
- d) Idioms and Phrases

C. Abdul Hakeem College (Autonomous), Melvisharam.

Grammar

- a) Adverbs and its kinds
- b) Gerund, Participle, Infinitive
- c) Tenses – Introduction
- d) Present Tense
- e) Past Tense
- f) Active and Passive Voices
- g) Direct and Indirect Speeches

Communication Skills (LSRW)

- a) Expressing Sympathy
- b) Expressing Gratitude
- c) Complaining
- d) Apologizing

Composition

- a) Public Speaking
- b) Seminar
- c) Writing a Memorandum
- d) Expansion of Proverbs

Prescribed Book: New Vistas in English - III, Board of Editors, Published by Hakeem Publications, Department of English, C. Abdul Hakeem College (Autonomous), Melvisharam-632509. www.cahc.ac.in, Mail: hakeemcollege@edu.in

Web Resources

1.	Telephone Conversation - Wole Soyinka https://www.k-state.edu/english/westmank/spring_00/SOYINKA.html
2.	https://www.litcharts.com/poetry/alfred-lord-tennyson/ulysses
3.	https://www.litcharts.com/poetry/sarojini-naidu/the-gift-of-india
4.	https://onlinefreenotes.com/on-saying-please/
5.	https://sxlearningenglish.blogspot.com/2021/05/neb-grade-xi-three-questions-leo-tolstoy.html
6.	https://www.xjd.com/t-the-taxi-driver-by-kartar-singh-duggal-summary/?srsId=AfmBOooteYGglXTMpB5PyBIDdNpxxxRY3ylETvzURDpoKydTS_KZxuaB

C. Abdul Hakeem College (Autonomous), Melvisharam.

Syllabus for All II Year UG Courses effective from the year 2025-2026

<i>Sem</i>	<i>Category</i>	<i>Course Code</i>	<i>Course Title</i>	<i>Hours</i>	<i>Credits</i>	<i>Int. Marks</i>	<i>Ext. Marks</i>	<i>Max. Marks</i>
<i>IV</i>	<i>GEL</i>	<i>U24FEN401</i>	<i>English – IV</i>	<i>60</i>	<i>3</i>	<i>25</i>	<i>75</i>	<i>100</i>

Course Objectives

CO1	To facilitate self-awareness for handling diverse life situations.
CO2	To cultivate positive thinking skills for various life scenarios.
CO3	To develop empathy as a core attribute.
CO4	To nurture creative and critical thinking abilities.
CO5	To apply acquired grammar knowledge to improve the quality and effectiveness.

Unit I

Prose

1. On Forgetting—Robert Lynd
2. The Face of Judas Iscariot – Bonnie Chamberlin
3. The Eternal Silence of These Infinite Crowds - Nirad C. Chauduri
4. The Gift of Language — J.G.Bruton

Unit II

Poetry

1. Anxiety Monster- Rhona McFerran
2. A River- A.K. Ramanujan
3. La Belle Dame Sans Merci—John Keats
4. I Know Why the Caged Bird Sings – Maya Angelou

Unit III

Short Story

1. Valiant Vicky, The Brave Weaver - Flora Annie Steel
2. A Retrieved Reformation – O Henry

Unit IV

Reader's Theatre & Extract from a play

1. The Quality of Mercy (Trial Scene from the Merchant of Venice)
2. The Giant's Wife a Tall Tale of Ireland – William Carleton

Unit V

Lexical Skills:

- a) Common Errors in English
- b) Formation of words
- c) Spelling and Sound: Introduction to Phonetics
- d) Vowels and Consonants

C. Abdul Hakeem College (Autonomous), Melvisharam.

Grammar:

- a) Conjunction and its kinds
- b) Interjection and its kinds
- c) Regular and Irregular Verbs
- d) Future Tense
- e) Degrees of Comparison
- f) Simple, Complex and Compound Sentences

Communication Skills (LSRW):

- a) Phoning
- b) Offering Help
- c) Asking for Information
- d) Making an Appointment

Composition:

- a) Designing a Resume and Curriculum Vitae
- b) Writing covering letter for Resume & CV
- c) Preparing Agenda for Meetings
- d) Writing Minutes of Meetings

Prescribed Book: New Vistas in English - IV, Board of Editors, Published by Hakeem Publications, Department of English, C. Abdul Hakeem College (Autonomous), Melvisharam-632509. www.cahe.ac.in, Mail: hakeemcollege@edu.in

Web Resources

1	https://www.orwellfoundation.com/the-orwell-foundation/orwell/essays-and-other-works/why-i-write/
2	https://www.litcharts.com/lit/a-retrieved-reformation/summary-and-analysis https://study.com/academy/lesson/a-retrieved-reformation-summary-themes.html
3	https://www.poetrysoup.com/poem/anxiety_monster_1100885
4	https://allpoetry.com/A-River https://writerjyotijha.medium.com/river-a-k-ramanujan-775dcc791a5e
5	https://www.savemyexams.com/igcse/english-literature/edexcel/16/revision-notes/poetry-anthology/part-3-pearson-edexcel-international-gcse-english-anthology/la-belle-dame-sans-merci/
6	https://www.folger.edu/explore/shakespeares-works/the-merchant-of-venice/read/4/1/

C. Abdul Hakeem College (Autonomous), Melvisharam.

Syllabus for B.B.A., effective from the year 2025-2026

<i>Sem</i>	<i>Category</i>	<i>Course Code</i>	<i>Course Title</i>	<i>Hours</i>	<i>Credits</i>	<i>Int. Marks</i>	<i>Ext. Marks</i>	<i>Max. Marks</i>
III	CC Theory	U24MBA301	Organizational Behaviour	75	4	25	75	100

Objectives: To provide knowledge on employee's Behaviour and Their Managerial Implications and To Improve knowledge on Organizational Dynamics.

Course Outcomes (COs) and

COs	CO - Statement (After completing the course, the students will be able to)	Cognitive Level
CO1	Understand the factors influencing Individual behaviour in organizations.	K2
CO2	Understand the concept of group dynamics and its impact on organizational behaviour.	K2
CO3	Analyse the different Leadership styles and motivation theories to understand their influence on employee behaviour and performance.	K4
CO4	Understand the factors leading to Organizational change and work place stress and identify strategies to overcome them.	K2
CO5	Apply the principles of Quality of Work life to improve workplace conditions and employee well-being.	K3

Cognitive Levels (K1-Remember; K2-Understand; K3-Apply; K4-Analyze; K5-Evaluate; K6-Create)

UNIT I: Introduction (15 Hours)

Key elements of organisational behaviour – Nature – Scope – Fundamental factors determining individual behaviour: personal factors, organisational factors, psychological factors, and environmental factors.

UNIT II: Group Dynamics (15 Hours)

Groups – Types of groups – Group behaviour – Factors influencing group behaviour – Intergroup conflicts – Group decision-making: how groups make decisions – How to improve group decision-making.

UNIT III: Leadership and Motivation (15 Hours)

Leadership – Meaning – Qualities of a leader – Leadership styles. Motivation – Meaning – Importance – Financial and non-financial motivators – Abraham Maslow's Motivation Theory – Herzberg's Theory of Motivation.

UNIT IV: Organisational Change and Stress (15 Hours)

Organisational 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 and organisational levels.

UNIT V: Quality of Work Life (15 Hours)

Meaning – Importance – Criteria for measuring QWL – Measures to improve QWL – Benefits of QWL.

C. Abdul Hakeem College (Autonomous), Melvisharam.

Text Book:

S.S. Khanka, Organisational Behaviour, S. Chand & Co., New Delhi Edn, 2007.

Reference Book:

1. Freud luthem, Tata Mchrance institutional edition, organisational behaviour
2. J. Jayashankar. Organizational behaviour, Margham Publication, Chennai.
3. Stephan Robins, Organisational behaviour, 10th Ed, Pearson Education, 2001.
4. Freud luthans, organisational behaviour, Thomson learning, 2002.
5. Wagner, organisational behaviour, Thomson learning, 2022
6. Dr. S. Shajahan, Organisational behaviour, new age international.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) and Programme Specific Outcomes (PSOs)

COs	Programme Outcomes						Programme Specific Outcomes			Mean
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	
CO1	3	2	2	1	1	1	2	3	3	2.00
CO2	3	3	3	1	1	1	2	3	3	2.11
CO3	3	3	3	1	1	1	2	3	3	2.22
CO4	3	3	2	1	1	1	2	3	3	2.11
CO5	3	3	3	1	1	1	2	3	3	2.22
Total	15	14	13	5	5	5	10	15	15	10.66
Mean Overall Score =2.132										

3 – Strong; 2 – Medium; 1 – Low

Prepared by	Verified by
Dr. A. Obaidullah	Mr. P L Shamveel Ahmed

C. Abdul Hakeem College (Autonomous), Melvisharam.

Syllabus for B.B.A., effective from the year 2025-2026

<i>Sem</i>	<i>Category</i>	<i>Course Code</i>	<i>Course Title</i>	<i>Hours</i>	<i>Credits</i>	<i>Int. Marks</i>	<i>Ext. Marks</i>	<i>Max. Marks</i>
III	CC Theory	U24MBA302	Financial Management	75	4	25	75	100

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

Course Outcomes (COs) and

COs	CO - Statement After completing the course, the students will be able to	Cognitive Level
CO1	Understand the meaning and scope of financial management in business organizations.	K2
CO2	Apply capital budgeting techniques for investment decision-making.	K3
CO3	Understand the concept capital structure and theoretical approaches.	K2
CO4	Justify the types of leverage and factors influencing dividend policy.	K4
CO5	Evaluate the effectiveness of working capital concept and management techniques.	K5

Cognitive Levels (K1-Remember; K2-Understand; K3-Apply; K4-Analyze; K5-Evaluate; K6-Create)

UNIT – I: Introduction (15 Hours)

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 (15 Hours)

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 decisions.

Capital Budgeting Proposals: Payback Period, Accounting Rate of Return (ARR), and Net Present Value (NPV) methods only.

UNIT – III: Capital Structure (15 Hours)

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 (15 Hours)

Leverages: Meaning – Types – Operating leverage – Degree of operating leverage – Financial leverage – Degree of financial leverage – Combined leverage.

Dividend Policy (Theory Only): Meaning – Nature – Objectives – Factors determining dividend policy.

UNIT – V: Working Capital Management (15 Hours)

Working Capital: Meaning – Types: Gross and Net Working Capital – Determinants of working capital – Sources of working capital – Operating cycle method – Credit and collection policies.

(60% Problem, 40% Theory)

C. Abdul Hakeem College (Autonomous), Melvisharam.

TEXT BOOKS

1. **Dr. S. N. Maheshwari & Dr. S. K. Maheshwari**
Title: Financial Management
Publisher: Sultan Chand & Sons
2. **M. Y. Khan & P. K. Jain**
Title: Financial Management: Text, Problems and Cases
Publisher: McGraw Hill Education
3. **I. M. Pandey**
Title: Financial Management
Publisher: Vikas Publishing House

REFERENCES

1. **Prasanna Chandra**
Title: Financial Management: Theory and Practice
Publisher: McGraw Hill Education
2. **R. P. Rustagi**
Title: Financial Management: Theory, Concepts and Problems
Publisher: Taxmann Publications

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) and Programme Specific Outcomes (PSOs)

COs	Programme Outcomes						Programme Specific Outcomes			Mean
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	
CO1	2	3	3	1	2	1	2	3	1	2.00
CO2	3	3	3	1	1	1	2	3	2	2.11
CO3	3	3	3	1	2	1	2	3	2	2.22
CO4	3	3	3	1	2	1	1	3	1	2.00
CO5	3	3	3	1	2	1	2	3	1	2.11
Total	14	14	14	5	8	5	9	15	7	10.44
Mean Overall Score =2.088										

3 – Strong; 2 – Medium; 1 – Low

Prepared by	Verified by
A. Syed Ayaz	Mr. P L Shamveel Ahmed

C. Abdul Hakeem College (Autonomous), Melvisharam.

Syllabus for B.B.A., effective from the year 2025-2026

<i>Sem</i>	<i>Category</i>	<i>Course Code</i>	<i>Course Title</i>	<i>Hours</i>	<i>Credits</i>	<i>Int. Marks</i>	<i>Ext. Marks</i>	<i>Max. Marks</i>
III	Allied Theory	U24ABA301	Business Statistics (Allied)	75	5	25	75	100

Objectives: To equip students with statistical tools for data collection, presentation, analysis, and interpretation using measures of central tendency, dispersion, correlation, regression, and time series.

Course Outcomes (COs) and

COs	CO - Statement After completing the course, the students will be able to	Cognitive Level
CO1	Explain the types of data collection, and methods of data presentation.	K1
CO2	Apply the measures of central tendency in business decision-making.	K3
CO3	Apply measures of dispersion to analyse variability in data.	K3
CO4	Evaluate correlation and regression analysis to study relationships between variables.	K5
CO5	Evaluate time series methods to analyse and interpret trends over time.	K5

Cognitive Levels (K1-Remember; K2-Understand; K3-Apply; K4-Analyze; K5-Evaluate; K6-Create)

UNIT – I: Introduction and Presentation of Data (15 Hours)

Meaning, definitions – Scope and limitations – Collection of data – Primary and secondary data – Presentation of data – Diagrammatic representation: simple bar, multiple bar, sub-divided bar, percentage divided bar, and pie diagram.

Graphical representation of data: histogram, frequency polygon, and frequency curve.

UNIT – II: Measures of Central Tendency (15 Hours)

Measures of central tendency – Mean – Median – Mode – Harmonic mean – Geometric mean.

UNIT – III: Measures of Dispersion (15 Hours)

Measures of dispersion – Range – Quartile deviation – Mean deviation – Standard deviation – Coefficient of variation – Lorenz curve.

UNIT – IV: Correlation and Regression Analysis (15 Hours)

Correlation – Definition – Karl Pearson's coefficient of correlation – Rank correlation – Concurrent deviation method – Regression equations.

UNIT – V: Time Series Analysis (15 Hours)

Time series – Definition and uses – Components – Measurement of trends: semi-average, moving average, and method of least squares.

Measurement of seasonal variations: simple average method.

Reference Books:

- 1.P.R. Vittal, Business Mathematics and Statistics, Margham Publications, Chennai,2004.
2. S.P. Gupta, Statistical Methods, Sultan Chand & Sons, New Delhi,2007.
- 3.S.P. Gupta, Elements of Business Statistics, Sultan Chand & Sons, New Delhi,2007
- 4.J.K. Sharma, Business Statistics, Pearson Education, New Delhi,2007.
- 5.Business Statistics & OR - Dr. S. P. Rajagopalan, Tata McGraw-Hill.

C. Abdul Hakeem College (Autonomous), Melvisharam.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) and Programme Specific Outcomes (PSOs)

COs	Programme Outcomes						Programme Specific Outcomes			Mean
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	
CO1	3	3	3	1	1	1	2	3	1	2.00
CO2	3	3	3	1	1	1	2	3	1	2.00
CO3	3	3	3	1	1	1	2	3	1	2.00
CO4	3	3	3	1	1	1	2	3	1	2.00
CO5	3	3	3	1	1	1	2	3	1	2.00
Total	15	15	15	5	5	5	10	15	5	10.00
Mean Overall Score =2.00										

3 – Strong; 2 – Medium; 1 – Low

Prepared by	Verified by
D.Dhananchezhiyan	Mr. P L Shamveel Ahmed

C. Abdul Hakeem College (Autonomous), Melvisharam.

Syllabus for B.B.A., effective from the year 2025-2026

<i>Sem</i>	<i>Category</i>	<i>Course Code</i>	<i>Course Title</i>	<i>Hours</i>	<i>Credits</i>	<i>Int. Marks</i>	<i>Ext. Marks</i>	<i>Max. Marks</i>
III	Allied Theory	U24ABA302	Industrial Economics (Allied)	75	5	25	75	100

Objectives: To help students understand the structure, policies, location, and growth of industries, and analyze their role in economic development.

Course Outcomes (COs) and

COs	CO - Statement (After completing the course, the students will be able to)	Cognitive Level
CO1	Understand the importance of Industrial Economics	K2
CO2	Examine theories of industrial Location	K3
CO3	Review the relevance of Industrial Policies	K2
CO4	Describe the Industrial belts of the World and India	K3
CO5	Analyse the Industrial Trends in the Indian Economy.	K4

Cognitive Levels (K1-Remember; K2-Understand; K3-Apply; K4-Analyze; K5-Evaluate; K6-Create)

UNIT-I Introduction

(15 Hours)

Nature and scope of Industrial Economics - History of Industrial Revolution -Digital Revolution - Classification of Industries: Public Sector, Private Sector and Public Private Partnerships- Large, MSMEs, Cottage Industries- Concept of Plant, Firm and Industry.

UNIT-II Theories of Location

(15 Hours)

Theories of Industrial Location - Weber - Sargant Florence - Factors Affecting Location-Localization -Glocalization of Industries – Decentralization of Industries-Industrial Efficiency and Economic Efficiency- Measures of Concentration - Concentration ratio - Hirschman - Herfindahl Index.

UNIT-III Industrial Licensing and Policies

(15 Hours)

Industrial Licensing – MRTP Act – Industrial Policies -Industrial Productivity -Capacity Utilization - Industrial Sickness- Mergers and Acquisitions – Profitability and Efficiency.

UNIT-IV

(15 Hours)

Industrial Regions of the World and India -Industrial Clusters in India- Sunrise Sector- Regional Backwardness- Government Initiatives.

UNIT-V Growth Trends in India

(15 Hours)

Industrial Growth in India: Trends and Prospects – Incentives to Promote Industrialization – Ease of Doing Business Ranking - MNCs in India -Special Economic Zones- FDI Policy- Make in India Initiative- National Manufacturing Policy.

Text Books:

1. Ranjana Seth . (2010) Industrial Economics Ane's Student Edition.
2. Barthwal R.R (2007) Industrial Economics An Introductory Textbook,New Age International Publishers
3. Dennis W.Carlton and Jeffrey M.Perloff, Modern Industrial Organisation, Cambridge University Press,2015
4. Rajesh Kumar R(2021) Industrial Economics and Foreign Trade Jyothis Publishers
5. Louis Philips, "Applied Industrial Economics", Cambridge University Press, 1998

C. Abdul Hakeem College (Autonomous), Melvisharam.

Reference Books:

1. John Weiss (2011) The Economics of Industrial Development, Routledge
2. Kuchhal, S. C. Industrial Economy of India, Chaitanya Publishing House, Allahabad (1980)
3. Dhingra I.C and Nitin Dhingra (2013) Industrial Economics Book Age Publications
4. Martin, S., (2001) Advanced Industrial Economics, 2nd Edition, Wiley-Blackwell
5. Paul Belleflameet.l "The theory of Industrial Organisation- Markets and Strategies", Cambridge University Press, 2012

Web Resources

1. <https://www.india.gov.in/topics/industries>
2. <https://business.mapsofindia.com/india-industry>
3. <https://dpiit.gov.in/>
4. <https://dri.nic.in/>
5. <https://msme.gov.in/>

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) and Programme Specific Outcomes (PSOs)

COs	Programme Outcomes						Programme Specific Outcomes			Mean
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	
CO1	3	2	2	2	2	2	3	3	3	2.44
CO2	3	3	3	2	2	2	3	3	3	2.66
CO3	3	3	3	2	2	2	3	3	3	2.66
CO4	3	3	2	2	2	2	3	3	3	2.55
CO5	3	3	3	2	2	2	3	3	3	2.66
Total	15	14	13	10	10	10	15	15	15	12.97
Mean Overall Score =2.594										

3 – Strong; 2 – Medium; 1 – Low

Prepared by	Verified by
Dr. A. Obaidullah	Mr. P L Shamveel Ahmed

C. Abdul Hakeem College (Autonomous), Melvisharam.

Syllabus for B.B.A., effective from the year 2025-2026

<i>Sem</i>	<i>Category</i>	<i>Course Code</i>	<i>Course Title</i>	<i>Hours</i>	<i>Credits</i>	<i>Int. Marks</i>	<i>Ext. Marks</i>	<i>Max. Marks</i>
III	Allied Theory	U24ABA301	E-COMMERCE (Allied)	75	5	25	75	100

Objectives: To understand the basics of E-Commerce, how online businesses work, how to market and sell products online, how to keep data safe, and how to deal with ethical and privacy issues on the internet.

Course Outcomes (COs) and

COs	CO - Statement (After completing the course, the students will be able to)	Cognitive Level
CO1	Understand the fundamentals, activities, types, and technologies involved in E-Commerce.	K2
CO2	Evaluate advanced E-commerce business models and critically assess the structure and impact of B2C, B2B, and E-retailing models.	K5
CO3	critically evaluate internet consumer behavior, marketing strategies, and technologies, and analyze the role of e-services and web-enabled platforms in digital marketing.	K5
CO4	Analyze the technologies and security frameworks of EDI and electronic payment systems, and evaluate strategies to safeguard digital transactions and networks in the digital economy.	K4
CO5	Examine ethical, social, and political issues in E-Commerce, applying ethical principles to analyze dilemmas related to privacy and information rights..	K4

Cognitive Levels (K1-Remember; K2-Understand; K3-Apply; K4-Analyze; K5-Evaluate; K6-Create)

UNIT-I Introduction to E-Commerce

(15 Hours)

Defining E - Commerce; Main Activities of Electronic Commerce; Benefits of E-Commerce; Broad Goals of Electronic Commerce; Main Components of E-Commerce; Functions of Electronic Commerce - Process of E-Commerce - Types of E- Commerce; The World Wide Web, The Internet and the Web: Features, Role of Automation & Artificial Intelligence in E-Commerce.

UNIT-II E-Commerce Business Models & Consumer Oriented E Commerce (15 Hours)

E-commerce Business Models, Major Business to Consumer (B2C) Business Models, Major Business to Business (B2B) Business Models, Business Models in Emerging E-Commerce Areas - E-tailing: Traditional Retailing and E- retailing, Benefits of E-retailing, Models of E-retailing, Features of E-retailing.

UNIT-III E-Commerce Marketing Concepts

(15 Hours)

The Internet Audience and Consumer Behaviour, Basic Marketing Concepts, Internet Marketing Technologies – Marketing Strategy - E services: Categories of E-services, Web-Enabled Services, Information-Selling on the Web.

UNIT-IV Electronic Data Interchange & Security

(15 Hours)

Benefits of EDI, EDI Technology, EDI Standards, EDI Communications, EDI Implementation, EDI Agreements, EDI Security. Electronic Payment Systems, Need of Electronic Payment System - Digital Economy - Threats in Computer Systems: Virus, Cyber Crime Network Security: Encryption, Protecting Web Server with a Firewall, Firewall and the Security Policy, Network Firewalls and Application Firewalls, Proxy Server.

UNIT-V Ethics in E-Commerce

(15 Hours)

Issues in E Commerce Understanding Ethical, Social and Political Issues in E-Commerce: A Model for Organizing the Issues, Basic Ethical Concepts, Analyzing Ethical Dilemmas, Candidate Ethical Principles Privacy and Information Rights: Information Collected at E-Commerce Websites.

C. Abdul Hakeem College (Autonomous), Melvisharam.

Text Books:

1. Kenneth C. Laudon, E-Commerce: Business, Technology, Society, 4 the Edition, Pearson Education Limited, New Delhi
2. S. J. Joseph, E-Commerce: an Indian perspective, PHI Learning Pvt. Ltd., New Delhi
3. David Whitley, E-Commerce-Strategy, Technologies & Applications, TMI, McGraw-Hill, London
4. Kamlesh K. Bajaj, E-Commerce- The cutting edge of business, TMH, McGraw-Hill, Noida
5. W Clarke, E-Commerce through ASP - BPB, Wrox Publisher, Mumbai

Reference Books:

1. Agarwala, K.N. and D. Agarwala, Business on the Net : What's and How's of E-Commerce, McMillan Publisher India Pvt. Ltd., Chennai
2. Ravi Kalkota, Frontiers of E-Commerce, TM, Pearson Education Limited, New Delhi
3. Elias M Awad, Electronic Commerce : From Vision to Fulfillment. PHI Learning Pvt. Ltd., New Delhi
4. Mathew Reynolds, Beginning E-Commerce with Visual Basic, ASP, SQL Server 7.0 & MTS, Wrox Publishers, Mumbai
- 5 J. Christopher West I and Theodore H. K Clark Global Electronic Commerce- Theory and Case Studies, The MIT Press, Cambridge, London

Web Resources

1. <https://www.investopedia.com/terms/e/ecommerce.asp>
2. <https://www.webfx.com/industries/retail-ecommerce/ecommerce/basic-ecommerce-marketing-concepts/>
3. <https://techbullion.com/the-importance-of-ethics-in-ecommerce/>

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) and Programme Specific Outcomes (PSOs)

COs	Programme Outcomes						Programme Specific Outcomes			Mean
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	
CO1	3	3	2	2	2	1	3	3	2	2.33
CO2	3	3	3	2	2	1	3	3	2	2.44
CO3	3	3	3	2	2	1	3	3	2	2.44
CO4	3	3	2	2	2	1	3	3	2	2.33
CO5	3	3	3	2	2	1	3	3	2	2.44
Total	15	15	13	10	10	5	15	15	10	11.98
Mean Overall Score =2.396										

3 – Strong; 2 – Medium; 1 – Low

Prepared by	Verified by
Dr. A. Obaidullah	Mr. P L Shamveel Ahmed

C. Abdul Hakeem College (Autonomous), Melvisharam.

Syllabus for B.B.A., effective from the year 2025-2026

<i>Sem</i>	<i>Category</i>	<i>Course Code</i>	<i>Course Title</i>	<i>Hours</i>	<i>Credits</i>	<i>Int. Marks</i>	<i>Ext. Marks</i>	<i>Max. Marks</i>
<i>III</i>	<i>SEC</i>	<i>U24SBA301</i>	<i>Computer Application in Business</i>	<i>30</i>	<i>2</i>	<i>25</i>	<i>75</i>	<i>100</i>

Objectives: To provide basic knowledge of computers, their applications in business, e-commerce, networking, and accounting using Tally.

Course Outcomes (COs) and

Cos	CO Statement (After completing the course, the students will be able to)	Cognitive Level
CO1	Summarize the basic knowledge of computer.	K2
CO2	Explain the importance of computer in various area of business.	K2
CO3	Implement the knowledge about e-commerce in business.	K3
CO4	Demonstrate computer application network in business.	K3
CO5	Identify the knowledge of tally and its impact in business.	K4

Cognitive Levels (K1-Remember; K2-Understand; K3-Apply; K4-Analyze; K5-Evaluate; K6-Create)

UNIT – I: Introduction (6 Hours)

Introduction to computers – Computer generations – Types and classification of computers – Components of digital computers.

UNIT – II: Uses of Computers in Business (6 Hours)

Importance of computers – Computer applications in various areas of business – Computers in Personnel Department, Finance Department, Marketing Department, Production Department, and other fields – Office automation.

UNIT – III: E-Commerce and Its Scope in Business (6 Hours)

Electronic commerce – Consumer-oriented e-commerce – Features, importance, and types of e-commerce – Electronic Data Interchange (EDI) and its uses in business – Electronic payment systems.

UNIT – IV: Computer Network (6 Hours)

Computer communication – Network: applications, benefits, and types of networks – Common network services: file, file attachment, network printing, messaging, and application services – Internet tools: World Wide Web, e-mail, USENET, FTP, and Telnet – Internet connection procedure.

UNIT – V: Tally (6 Hours)

Knowledge of Tally – Stages – Benefits – Reasons for adoption – Impact and practices in business.

Text book:

1. Electronic Commerce by Dr. P. Rizwan Ahmed. Margham Publications.
2. P.Rizwan Ahmed; Computer Application in Business, Margham Publications, 2019.
3. Computer Application in Business (Tamil Nadu) by Dr. R.Paramaeswaran
4. Taxmann’s Basics of Computer Applications in Business by Hem Chand Jain and H.N. Tiwari, Taxmann Publications Private Limited .

Book for reference:

1. Electronic Commerce by R.Kalakota and A.B. Whinston
2. Google Form Made Simple The Perfect Guide to Creating and Modifying Google Forms from Beginners to Expert by Mary Brockman
3. Bittu Kumar; Mastering Ms-Office, V&S Publishers, 2017.
4. Lisa A. Bucki, John Walkenbach, Faithe Wempen, & Michael Alexander; Microsoft Office 2013 BIBLE, Wiley, 2013.
5. S.S. Shrivatsava; Ms-Office, First Edition, Laxmi Publications, 2015.

C. Abdul Hakeem College (Autonomous), Melvisharam.

Web Resources:

1. <https://www.microsoft.com/en-us/microsoft-365/blog/>
2. <https://www.ipjugaad.com/syllabus/ggsip-university-bba-1st-semester-computer-applications-syllabus/18>
3. <https://byjus.com/govt-exams/microsoft-word/>
4. <https://edu.gcfglobal.org/en/google-forms/>
5. <https://www.tutorialkart.com/tally/tally-tutorial/>

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) and Programme Specific Outcomes (PSOs)

Cos	Programme Outcomes						Programme Specific Outcomes			Mean
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	
CO1	3	2	1	1	1	2	2	1	1	1.56
CO2	3	3	2	2	2	1	2	2	2	2.11
CO3	2	3	3	2	3	2	3	3	3	2.67
CO4	2	2	3	3	2	2	2	3	3	2.44
CO5	2	3	3	2	3	2	3	2	2	2.44
Total	12	13	12	10	11	09	12	11	11	11.22
Mean Overall Score =2.24										

3 – Strong; 2 – Medium; 1 – Low

Prepared by	Verified by
K.M. Abdul Jameel	Mr. P L Shamveel Ahmed

C. Abdul Hakeem College (Autonomous), Melvisharam.

Syllabus for B.B.A., effective from the year 2025-2026

<i>Sem</i>	<i>Category</i>	<i>Course Code</i>	<i>Course Title</i>	<i>Hours</i>	<i>Credits</i>	<i>Int. Marks</i>	<i>Ext. Marks</i>	<i>Max. Marks</i>
<i>IV</i>	<i>CC Theory</i>	<i>U24MBA401</i>	<i>Production and Materials Management</i>	<i>75</i>	<i>4</i>	<i>25</i>	<i>75</i>	<i>100</i>

Objectives: To provide students with comprehensive knowledge of production and materials management, focusing on planning, control, inventory, and store operations for efficient resource utilization.

Course Outcomes (COs) and

COs	CO - Statement (After completing the course, the students will be able to)	Cognitive Level
CO1	Understand the objectives, functions, and responsibilities of production management and apply work and method study techniques to improve productivity.	K2
CO2	Understand influencing factors, and evaluate types of plant layout for efficient facility planning.	K2
CO3	Understand the basics of materials and purchase management and apply modern purchasing methods like JIT, outsourcing, and e-procurement.	K2
CO4	Analyze and apply advanced inventory control techniques, including EOQ, stock level decisions, and MRP systems, using classification methods like ABC, VED, and FSN analysis.	K4
CO5	Evaluate effective storekeeping practices, including documentation, store layout principles, and centralized vs. decentralized store systems for optimal inventory control.	K5

Cognitive Levels (K1-Remember; K2-Understand; K3-Apply; K4-Analyze; K5-Evaluate; K6-Create)

UNIT I: Introduction

(15 Hours)

Production Management – Meaning – Objectives – Functions and responsibilities of production management.

Work Study – Meaning – Major components – Importance and significance.

Method Study – Meaning – Procedure – Benefits.

UNIT II: Production Planning & Control

(15 Hours)

Meaning – Advantages – Functions.

Plant Location – Meaning – Factors influencing plant location.

Plant Layout – Meaning – Factors influencing plant layout – Types of plant layout.

UNIT III: Introduction

(15 Hours)

Materials Management – Meaning – Objectives – Functions – Importance – Advantages of combined Materials (Stores) and Purchase Department.

Purchase Management – Centralized and decentralized purchasing – Bulk purchasing – JIT – Outsourcing – E-procurement and VMI.

UNIT IV: Inventory Control

(15 Hours)

Meaning – Functions – Importance – Inventory control.

EOQ and EBQ – Determination of stock levels: minimum and maximum, lead time, reorder level.

Costs associated with inventory decisions – MRP: Objectives, procedure, MRP system – ABC, VED, and FSN analysis.

C. Abdul Hakeem College (Autonomous), Melvisharam.

UNIT V: Store Management

(15 Hours)

Meaning – Objectives – Bin card – Stores ledger – Functions of storekeeper – Principles of good store location and layout – Centralized and decentralized store room.

Text Book:

- 1.P. Saravanavel S. Sumathi Production and Materials Management, Margham Publications
2. K.Shridhara Bhat; Material Management; Himalaya Publishing House; Mumbai 2020
3. R.B Khanna, Production and Operations management , Prentice Hall Publications, 2015
4. Biswajit Banerjee, Operations Management and Control, S Chand, Revised Edition, 2010

Reference Book:

1. M.M.Verma , Materials Management Sultan Chand Publishing , Edition 2004
2. P. Gopalakrishnan & Abid Haleem; Hand book of Materials Management, Second Edition, PHI Learning Pvt., Ltd., 2015.
3. P. Ramamurthy, Production and Operations Management, JBA publishers, 2nd edition 2013.
4. S.N.Chary, Production and Ooperations Management, JBA Publishers,

Web Resources:

1. https://mrcet.com/downloads/digital_notes/ME/III%20year/POM%20NOTES.pdf
2. https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_OM_NOTES.pdf
3. https://www.vssut.ac.in/lecture_notes/lecture1429900757.pdf
4. https://ebooks.lpude.in/management/mba/term_4/DMGT525_MATERIALS_MANAGEMENT.pdf
5. <https://examupdates.in/materials-management-notes/>

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) and Programme Specific Outcomes (PSOs)

COs	Programme Outcomes						Programme Specific Outcomes			Mean
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	
CO1	3	2	2	3	2	1	2	3	3	2.33
CO2	3	3	2	3	2	1	2	3	3	2.44
CO3	3	3	2	2	2	1	2	3	3	2.33
CO4	3	3	2	3	2	1	2	3	2	2.33
CO5	3	3	2	3	2	1	2	3	3	2.44
Total	15	14	10	14	10	5	10	15	15	11.87
Mean Overall Score =2.374										

3 – Strong; 2 – Medium; 1 – Low

Prepared by	Verified by
Dr. A. Obaidullah	Mr. P L Shamveel Ahmed

C. Abdul Hakeem College (Autonomous), Melvisharam.

Syllabus for B.B.A., effective from the year 2025-2026

<i>Sem</i>	<i>Category</i>	<i>Course Code</i>	<i>Course Title</i>	<i>Hours</i>	<i>Credits</i>	<i>Int. Marks</i>	<i>Ext. Marks</i>	<i>Max. Marks</i>
<i>IV</i>	<i>CC Theory</i>	<i>U24MBA402</i>	<i>Business Regulatory Framework</i>	<i>75</i>	<i>4</i>	<i>25</i>	<i>75</i>	<i>100</i>

Objectives: Understand fundamental principles of contract, agency, sale of goods, and cyber law with emphasis on rights, duties, and legal remedies.

Course Outcomes (COs) and

COs	CO - Statement After completing the course, the students will be able to	Cognitive Level
CO1	Define contract and agreement and explain essential elements of a valid contract.	K1
CO2	Identify and classify the different modes through which a contract can be discharged.	K2
CO3	Understand the legal relationship between Agent and Principal	K2
CO4	Evaluate the legal rights and obligations of buyers and sellers under a contract of sale.	K5
CO5	Understand the importance of cyber law in the current digital era.	K2

Cognitive Levels (K1-Remember; K2-Understand; K3-Apply; K4-Analyze; K5-Evaluate; K6-Create)

UNIT – I: Law of Contract

(15 Hours)

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 and Discharge of Contract

(15 Hours)

Performance of Contract: Meaning – Types of performance – Essentials of valid performance (tender).

Discharge of Contract: Meaning – Modes of discharge of contract.

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

UNIT – III: Agency

(15 Hours)

Contract of Agency: Meaning of agent and principal – Definition – Kinds of agents – Rights and duties of principal and agent – Liability of principal and agent towards third parties – Termination of agency.

UNIT – IV: Sale of Goods Act, 1930

(15 Hours)

Sale of Goods Act, 1930: Meaning – Definition – Sale vs. agreement to sell – Express and implied conditions – Caveat Emptor – Rights of an unpaid seller.

UNIT – V: Cyber Law

(15 Hours)

Cyber Law: Meaning – Scope of cyber law – Importance of cyber law – Need for cyber law. Crime: Computer crime – Examples of cybercrime – Need – Factors contributing to cybercrime – Strategy for prevention of computer crime.

C. Abdul Hakeem College (Autonomous), Melvisharam.

TEXT BOOK:

1. **N.D. Kapoor** – *Business Law*
Publisher: Sultan Chand & Sons
☒ Clear explanations and widely used in Indian universities.
2. **R.S.N. Pillai & Bagavathi** – *Business Law*
Publisher: S. Chand Publishing
☒ Easy-to-understand content with good illustrations and examples.
3. **P.C. Tulsian** – *Business Law*
Publisher: McGraw-Hill Education
☒ Exam-oriented, with key case laws and summaries.

REFERENCE BOOK:

- ☐ **Avtar Singh** – *Law of Contract and Specific Relief*
In-depth treatment of all essentials of a valid contract.
- ☐ **S.K. Kapoor** – *Elements of Mercantile Law*
Simplified with illustrations and recent legal developments.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) and Programme Specific Outcomes (PSOs)

COs	Programme Outcomes						Programme Specific Outcomes			Mean
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	
CO1	2	3	2	1	3	1	2	3	1	2.00
CO2	3	2	2	1	3	1	3	3	1	2.11
CO3	2	2	3	1	2	2	3	2	1	2.00
CO4	3	2	3	1	2	1	3	2	1	2.00
CO5	3	3	3	1	3	1	3	3	1	2.33
Total	13	12	13	5	13	6	14	13	5	10.44
Mean Overall Score =2.008										

3 – Strong; 2 – Medium; 1 – Low

Prepared by	Verified by
A. Syed Ayaz	Mr. P L Shamveel Ahmed

C. Abdul Hakeem College (Autonomous), Melvisharam.

Syllabus for B.B.A., effective from the year 2025-2026

<i>Sem</i>	<i>Category</i>	<i>Course Code</i>	<i>Course Title</i>	<i>Hours</i>	<i>Credits</i>	<i>Int. Marks</i>	<i>Ext. Marks</i>	<i>Max. Marks</i>
<i>IV</i>	<i>Allied Theory</i>	<i>U24ABA401</i>	OPERATIONS RESEARCH (Allied)	75	5	25	75	100

Objectives: To provide basic understanding of Operations Research techniques like LPP, assignment, transportation, game theory, sequencing, and network analysis for effective decision-making.

Course Outcomes (COs) and

COs	CO - Statement After completing the course, the students will be able to	Cognitive Level
CO1	Apply basic concepts of operations research and solve linear programming using graphical methods.	K3
CO2	Solve transportation and assignment problems to optimize cost and resource allocation.	K4
CO3	Apply game theory strategies to solve decision-making problems in competitive situations.	K3
CO4	Apply sequencing and replacement models in operation research.	K3
CO5	Construct and analyse network diagrams using PERT and CPM techniques.	K5

Cognitive Levels (K1-Remember; K2-Understand; K3-Apply; K4-Analyze; K5-Evaluate; K6-Create)

UNIT I: Introduction to Operation Research

(15 Hours)

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

(15 Hours)

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

UNIT III: Game Theory

(15 Hours)

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

(15 Hours)

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

UNIT V: Network Diagram

(15 Hours)

Introduction – PERT, CPM – Basic differences between PERT and CPM – Construction of network diagrams – Critical path analysis – Three time estimates.

(Weightage of Marks, Problems — 80%, Theory -20%)

C. Abdul Hakeem College (Autonomous), Melvisharam.

Text and Reference Books:

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

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) and Programme Specific Outcomes (PSOs)

COs	Programme Outcomes						Programme Specific Outcomes			Mean
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	
CO1	3	3	3	1	1	1	3	3	1	2.11
CO2	3	3	3	1	1	1	3	3	1	2.11
CO3	3	3	3	1	1	1	3	3	1	2.11
CO4	3	3	3	1	1	1	3	3	1	2.11
CO5	3	3	3	1	1	1	3	3	1	2.11
Total	15	15	15	5	5	5	15	15	5	2.11
Mean Overall Score =2.11										

3 – Strong; 2 – Medium; 1 – Low

Prepared by	Verified by
D.Dhanachezhiyan	Mr. P L Shamveel Ahmed

C. Abdul Hakeem College (Autonomous), Melvisharam.

Syllabus for B.B.A., effective from the year 2025-2026

<i>Sem</i>	<i>Category</i>	<i>Course Code</i>	<i>Course Title</i>	<i>Hours</i>	<i>Credits</i>	<i>Int. Marks</i>	<i>Ext. Marks</i>	<i>Max. Marks</i>
<i>IV</i>	<i>Allied Theory</i>	<i>U24ABA402</i>	<i>Consumerism and Consumer Protection (Allied)</i>	<i>75</i>	<i>5</i>	<i>25</i>	<i>75</i>	<i>100</i>

Objectives: To understand the concept of consumerism, recognize consumer rights and exploitation, and evaluate the legal and institutional frameworks for consumer protection in India.

Course Outcomes (COs) and

COs	CO - Statement (After completing the course, the students will be able to)	Cognitive Level
CO1	Analyze the evolution of consumerism and evaluate its significance in protecting consumer rights and shaping business practices.	K4
CO2	Examine the causes, forms, and challenges of consumer exploitation to promote ethical and responsible business conduct.	K3
CO3	Evaluate consumer rights and responsibilities to advocate for consumer protection and promote informed, responsible consumption.	K5
CO4	Analyze the growth, trends, and challenges of consumerism in India to develop strategies for effective consumer protection and empowerment.	K4
CO5	Evaluate the structure and effectiveness of consumer protection councils and dispute redressal mechanisms in safeguarding consumer rights.	K5

Cognitive Levels (K1-Remember; K2-Understand; K3-Apply; K4-Analyze; K5-Evaluate; K6-Create)

UNIT-I Consumerism

(15 Hours)

Meaning of Consumer and Customer -Consumer Movements – Historical Perspectives-Concept of Consumerism –Need and Importance.

UNIT-II Consumer Exploitation

(15 Hours)

Meaning and Causes of Consumer Exploitation- Forms of Consumer - Exploitation – Underweight Measures, High Prices, Substandard Quality, Poor or Inadequate After Sales Services- Challenges of Consumer Exploitation.

UNIT-III Consumer Rights and Duties

(15 Hours)

Consumer Rights – John F Kennedy’s Consumer Bill of Rights. -Types of Consumer Rights – Right to Safety, Right to Information (RTI), Right to Redressal, Right to Consumer Education -Duties of Consumers.

UNIT-IV Consumerism in India

(15 Hours)

Reasons for the Growth of Consumerism in India - Recent Trends in Consumerism - Problems Faced by Consumers in India.

UNIT-V Consumer Protection Act 2019

(15 Hours)

Consumer Protection Council – Central, State, Districts Consumer Protection Councils- Consumer Dispute Redressal Mechanism.

C. Abdul Hakeem College (Autonomous), Melvisharam.

Text Books:

1. Premavathy and Mohini Sethi, Consumerism – Strategies and Tactics, CBS Publication
2. Prof Kavita Sharma, Dr Swati Aggarwal, Principles of Marketing Book, Taxmann
3. Dr. J. Jayasankar, Marketing Management, Margham Publications, Chennai.
4. Assael, H, Consumer Behaviour and Marketing Action, PWS-Kent, USA

Reference Books:

1. Hoyer, W.D.. and MacInnis, D.J., Consumer Behaviour, Houghton Mifflin Company, USA
2. Y.V. Rao, Consumer Protection Act, 1986, Asia Law House, Hyderabad
3. G B. Reddy and Baglekar Akash Kumar, Consumer Protection Act, Eastern Book Company, Bengaluru

Web Resources

1. <https://lawcorner.in/forms-of-consumer-exploitation/>
2. <https://consumeraffairs.nic.in/en/organisation-and-units/division/consumer-protection-unit/consumer-rights>
3. http://www.chdslsa.gov.in/right_menu/act/pdf/consumer.pdf

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) and Programme Specific Outcomes (PSOs)

COs	Programme Outcomes						Programme Specific Outcomes			Mean
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	
CO1	3	2	2	2	2	3	3	3	2	2.44
CO2	3	3	3	2	2	3	3	3	2	2.66
CO3	3	3	3	2	2	2	3	3	2	2.55
CO4	3	3	2	2	2	2	3	3	2	2.44
CO5	3	3	3	2	2	2	3	3	2	2.55
Total	15	14	13	10	10	12	15	15	10	12.64
Mean Overall Score =2.528										

3 – Strong; 2 – Medium; 1 – Low

Prepared by	Verified by
Dr. A. Obaidullah	Mr. P L Shamveel Ahmed

C. Abdul Hakeem College (Autonomous), Melvisharam.

Syllabus for B.B.A., effective from the year 2025-2026

<i>Sem</i>	<i>Category</i>	<i>Course Code</i>	<i>Course Title</i>	<i>Hours</i>	<i>Credits</i>	<i>Int. Marks</i>	<i>Ext. Marks</i>	<i>Max. Marks</i>
<i>IV</i>	<i>Allied Theory</i>	<i>U24ABA403</i>	<i>BUSINESS ENVIRONMENT (Allied)</i>	<i>75</i>	<i>5</i>	<i>25</i>	<i>75</i>	<i>100</i>

Objectives: To help students understand the structure, policies, location, and growth of industries, and analyze their role in economic development.

Course Outcomes (COs) and

COs	CO - Statement (After completing the course, the students will be able to)	Cognitive Level
CO1	Critically analyze various business environment factors to make effective strategic decisions.	K4
CO2	Evaluate the impact of political environment and constitutional provisions on business decisions and government-business relations in India.	K5
CO3	Analyze how social and cultural factors influence business practices and assess the role of business in fulfilling its social responsibilities.	K4
CO4	Evaluate the influence of economic systems and macroeconomic indicators on business decisions and strategic planning.	K5
CO5	Critically assess the role of technology and its dynamics in shaping business strategies and competitiveness in the Indian context.	K3

Cognitive Levels (K1-Remember; K2-Understand; K3-Apply; K4-Analyze; K5-Evaluate; K6>Create)

UNIT-I Introduction

(15 Hours)

The Concept of Business Environment - Its Nature and Significance –Elements of Environment- Brief Overview of Political – Cultural – Legal – Economic and Social Environments and their Impact on Business and Strategic Decisions.

UNIT-II Political Environment

(15 Hours)

Political Environment – Government and Business Relationship in India – Provisions of Indian Constitution Pertaining to Business.

UNIT-III Social and Cultural Environment

(15 Hours)

Social and Cultural Environment – Impact of Foreign Culture on Business – Cultural Heritage - Social Groups - Linguistic and Religious Groups – Types of Social Organization – Relationship between Society and Business - Social Responsibilities of Business.

UNIT-IV Economic Environment

(15 Hours)

Economic Environment – Significance and Elements of Economic Environment - Economic Systems and their Impact of Business – Macro Economic Parameters like GDP - Growth Rate of Population – Urbanization - Fiscal Deficit – Plan Investment – Per Capita Income and their Impact on Business Decisions.

UNIT-V Technological Environment

(15 Hours)

Technological Environment – Concept - Meaning - Features of Technology-Sources of Technology Dynamics - Transfer of Technology- Impact of Technology on Business - Status of Technology in India- Determinants of Technological Environment.

C. Abdul Hakeem College (Autonomous), Melvisharam.

Text Books:

1. C. B. Gupta, Business Environment, Sultan Chand & Sons, New Delhi.
2. Francis Cherunilam, Business Environment, Himalaya Publishing House, Mumbai
3. Dr. V.C. Sinha, Business Environment, SBPD Publishing House, UP.
4. Aswathappa.K, Essentials Of Business Environment, Himalaya Publishing House, Mumbai

Reference Books:

1. Veenakeshavpailwar, Business Environment, PHI Learning Pvt Ltd, New Delhi
2. Shaikhsaleem, Business Environment, Pearson, New Delhi
3. S. Sankaran, Business Environment, Margham Publications, Chennai
4. Namitha Gopal, Business Environment, Vijay Nicole Imprints Ltd., Chennai
5. Ian Worthington, Chris Britton, Ed Thompson, The Business Environment, F T Prentice Hall, New Jersey

Web Resources

1. www.mbaofficial.com
2. www.yourarticlelibrary.com
3. www.businesscasestudies.co.uk

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) and Programme Specific Outcomes (PSOs)

COs	Programme Outcomes						Programme Specific Outcomes			Mean
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	
CO1	3	2	2	3	3	2	3	3	3	2.66
CO2	3	3	3	3	3	2	3	3	3	2.88
CO3	3	3	3	2	2	2	3	3	2	2.55
CO4	3	3	2	2	2	2	2	3	2	2.33
CO5	3	3	3	2	2	2	2	3	2	2.44
Total	15	14	13	12	12	10	13	15	12	12.86
Mean Overall Score =2.572										

3 – Strong; 2 – Medium; 1 – Low

Prepared by	Verified by
Dr. A. Obaidullah	Mr. P L Shamveel Ahmed

C. Abdul Hakeem College (Autonomous), Melvisharam.

Syllabus for B.B.A., effective from the year 2025-2026

<i>Sem</i>	<i>Category</i>	<i>Course Code</i>	<i>Course Title</i>	<i>Hours</i>	<i>Credits</i>	<i>Int. Marks</i>	<i>Ext. Marks</i>	<i>Max. Marks</i>
<i>IV</i>	<i>SEC</i>	<i>U24SBA401</i>	<i>Sales Management</i>	<i>30</i>	<i>2</i>	<i>25</i>	<i>75</i>	<i>100</i>

Objectives: To help students understand the basics of sales management, selling techniques, sales planning, and modern sales practices.

Course Outcomes (COs) and

COs	CO - Statement (After completing the course, the students will be able to)	Cognitive Level
CO1	Understand the meaning, scope, and importance of sales management and identify the roles of a sales manager	K2
CO2	Analyze types of groups, group behavior, and apply techniques to improve group decision-making and manage intergroup conflicts.	K5
CO3	Explain the structure of sales organizations and apply methods for recruiting, training, and motivating an effective sales force.	K2
CO4	Evaluate and design strategic sales plans, budgets, and control systems to optimize sales performance and resource allocation	K5
CO5	Explain types and functions of distribution channels and apply technology and ethical practices in modern sales management	K2

Cognitive Levels (K1-Remember; K2-Understand; K3-Apply; K4-Analyze; K5-Evaluate; K6-Create)

UNIT I: Introduction to Sales Management

(6 Hours)

Definition, nature, scope, and importance of sales management – Objectives and functions of sales management – Role and responsibilities of a sales manager – Sales vs. marketing – Coordination between sales and marketing – Recent trends in sales management.

UNIT II: The Selling Process and Buyer Behaviour

(6 Hours)

Groups – Types of groups – Group behaviour – Factors influencing group behaviour – Intergroup conflicts – Group decision-making: how groups make decisions – How to improve group decision-making.

UNIT III: Sales Organization and Sales Force Management

(6 Hours)

Designing sales organisation structure – Types – Recruitment and selection of sales personnel – Training and development of sales force – Motivating the sales team – Incentives and rewards – Sales quotas: types and importance.

UNIT IV: Sales Planning and Control

(6 Hours)

Sales planning – Objectives and components – Sales budgeting and control techniques – Territory design and management – Time and cost analysis in sales – Sales audit and performance appraisal.

UNIT V: Distribution and Emerging Issues in Sales

(6 Hours)

Channels of distribution – Types and functions – Channel management and conflict resolution – Role of technology in sales: CRM, automation tools – Ethical issues in selling – E-commerce and digital sales techniques.

C. Abdul Hakeem College (Autonomous), Melvisharam.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) and Programme Specific Outcomes (PSOs)

COs	Programme Outcomes						Programme Specific Outcomes			Mean
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	
CO1	3	2	2	1	1	1	2	3	3	2.00
CO2	3	3	3	1	1	1	2	3	3	2.11
CO3	3	3	3	1	1	1	2	3	3	2.22
CO4	3	3	2	1	1	1	2	3	3	2.11
CO5	3	3	3	1	1	1	2	3	3	2.22
Total	15	14	13	5	5	5	10	15	15	10.66
Mean Overall Score =2.132										

3 – Strong; 2 – Medium; 1 – Low

Prepared by	Verified by
Dr. A. Obaidullah	Mr. P L Shamveel Ahmed

C. Abdul Hakeem College (Autonomous), Melvisharam.

Syllabus for B.B.A., effective from the year 2025-2026

<i>Sem</i>	<i>Category</i>	<i>Course Code</i>	<i>Course Title</i>	<i>Hours</i>	<i>Credits</i>	<i>Int. Marks</i>	<i>Ext. Marks</i>	<i>Max. Marks</i>
<i>IV</i>	<i>SEC</i>	<i>U24SBA402</i>	<i>Personality Development</i>	<i>30</i>	<i>2</i>	<i>25</i>	<i>75</i>	<i>100</i>

Objectives: To develop personality traits, self-awareness, positive attitude, effective time management, and key success indicators for personal and professional growth.

Course Outcomes (COs) and

COs	CO - Statement (After completing the course, the students will be able to)	Cognitive Level
CO1	Understand the concept, determinants, and major theories of personality development.	K2
CO2	Analyze personal strengths and weaknesses through self-assessment tools and enhance self-confidence and self-esteem.	K4
CO3	Identify factors influencing attitude and understand the importance of positive behavior and basic etiquettes.	K2
CO4	Apply effective time management techniques by planning, prioritizing tasks, and optimizing daily schedules for better productivity.	K3
CO5	Integrate creativity, emotional intelligence, interpersonal skills, and social responsibility to build a balanced and successful personal and professional life.	K6

Cognitive Levels (K1-Remember; K2-Understand; K3-Apply; K4-Analyze; K5-Evaluate; K6-Create)

UNIT I: Personality (6 Hours)

Concept – Determinants of personality: biological, social, environmental.

Theories of personality: Carl Rogers, Abraham Maslow, Sigmund Freud, G.W. Allport.

UNIT II: Self-Analysis (6 Hours)

SWOT analysis, Who am I, Attributes, Importance of self-confidence, Self-esteem.

UNIT III: Attitude (6 Hours)

Factors influencing attitude, Challenges and lessons from attitudes, Etiquettes.

UNIT IV: Time Management (6 Hours)

Value of time, Diagnosing time management, Weekly planner, To-do list, Prioritizing work.

UNIT V: Indicators of a Successful Person (6 Hours)

Creativity, Multiple intelligence, Emotional intelligence, Group dynamics and interpersonal relations, Attitudes and temperament, Social responsibility and community work, Self-confidence, Lifestyle.

Text Book:

1. Soft Skill, 2015, Career Development Centre, Green Pearl Publications. Reference Book:
2. Barun K. Mitra, Personality Development and Soft Skills, Mittal Books Publications.

Reference Books:

1. Seurav Das, The Personality Development, Saurav Sir's Publication.
2. Dr. A.P.J. Abdul Kalam, You are Unique, Punya Publications PVT Ltd.

C. Abdul Hakeem College (Autonomous), Melvisharam.

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) and Programme Specific Outcomes (PSOs)

COs	Programme Outcomes						Programme Specific Outcomes			Mean
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	
CO1	3	2	2	1	1	1	2	3	3	2.00
CO2	3	3	3	1	1	1	2	3	3	2.11
CO3	3	3	3	1	1	1	2	3	3	2.22
CO4	3	3	2	1	1	1	2	3	3	2.11
CO5	3	3	3	1	1	1	2	3	3	2.22
Total	15	14	13	5	5	5	10	15	15	10.66
Mean Overall Score =2.132										

3 – Strong; 2 – Medium; 1 – Low

Prepared by	Verified by
Dr. A. Obaidullah	Mr. P L Shamveel Ahmed