



MANONMANIAM SUNDARANAR UNIVERISTY,
TIRUNELVELI-12

SYLLABUS

UG - COURSES – AFFILIATED COLLEGES

Course Structure for BBA
(Choice Based Credit System)

(with effect from the academic year 2021-2022 onwards)



Semester-IV				
Part	Subject Status	Subject Title	Subject Code	Credit
I	Language	TAMIL/MALAYALAM/HINDI	C1TL41/ C1MY41/ C1HD41	4
II	Language	ENGLISH	C2EN41	4
III	Core	HUMAN RESOURCE MANAGEMENT	CMBA43	4
III	Core	PRODUCTION AND OPERATIONS MANAGEMENT	CMBA44	4
III	Allied	CORPORATE LAW	CABA41	3
IV	Skill Based Practical II	COMPUTER APPLICATIONS IN BUSINESS II (PRACTICAL SUBJECT)	CSBA41	3
IV	Non Major Elective II	ECONOMICS FOR COMPETITIVE EXAMINATIONS – II / ARIMUGATAMIL	CNBA41/ CNTL41	2
IV	Common	COMPUTER FOR DIGITAL ERA	CCBA41	2
V	Extension Activity	NSS/NCC/ PHYSICAL EDUCATION/ YRC	C5EA41	1



Total Marks: 100 Internal Exam: 25 marks + External Exam: 75 marks

A. Scheme for internal Assessment:

Maximum marks for written test: **20 marks**

3 internal tests, each of **1 hour** duration shall be conducted every semester.

To the average of the **best two** written examinations must be added the marks scored in. The **assignment** for 5 marks.

The break up for internal assessment shall be:

Written test- 20 marks; Assignment -5 marks Total - 25 marks

B. Scheme of External Examination

3 hrs. examination at the end of the semester

A – Part : 1 mark question two - from each unit

B – Part : 5 marks question one - from each unit

C – Part : 8 marks question one - from each unit

➤ **Conversion of Marks into Grade Points and Letter Grades**

S.No	Marks	Letter Grade	Grade point (GP)	Performance
1	90-100	O	10	Outstanding
2	80-89	A+	9	Excellent
3	70-79	A	8	Very Good
4	60-69	B+	7	Good
5	50-59	B	6	Above Average
6	40-49	C	5	Pass
7	0-39	RA	-	Reappear
8	0	AA	-	Absent

➤ **Cumulative Grade Point Average (CGPA)**

$$\text{CGPA} = \frac{\sum (\text{GP} \times \text{C})}{\sum \text{C}}$$

- **GP** = Grade point, **C** = Credit
- CGPA is calculated only for Part-III courses
- CGPA for a semester is awarded on cumulative basis

➤ **Classification**

- First Class with Distinction : CGPA $\geq 7.5^*$
- First Class : CGPA ≥ 6.0
- Second Class : CGPA ≥ 5.0 and < 6.0
- Third Class : CGPA < 5.0



MALAYALAM

UNIT – 1

മാധ്യമഭാഷ

മാധ്യമം - നിർവ്വചനം - ചരിത്രം - സാങ്കേതികവിദ്യ - വിവിധതരം
മാധ്യമങ്ങളെ - സമൂഹം - സംസ്കാരം - സ്വാധീനം

FOR DETAILED STUDY

1. ഡോ. ടി. അനിതകുമാരി - മാധ്യമഭാഷ ഇന്ന്

UNIT – 2

അച്ഛിദ്രമാധ്യമം

അച്ഛിദ്രിയുടെ ചരിത്രം - കരളേതലിലെ ആദ്യകാല പരവർത്തനങ്ങളെ -
പരമാസികകളുടെ ആദ്യകാലം - പുതിയ കാലത്തെ അച്ഛിദ്ര രീതികളെ - ലിപി
പരിഷ്കരണം - ഡിടിപി - തന്ത്ര ലിപികളെ

FOR DETAILED STUDY

2. ഡോ. എസ്.എസ്. ശ്രീകുമാർ - മലയാള ലിപി പരിഷ്കരണം വരുത്തിയ
വിനകളെ

UNIT – 3

ഭൃഗുശ്ശർവ്വമാധ്യമം

റേഡിയോ - ടെലിവിഷൻ - മട്ടുടിമീഡിയ - സിനിമ - പൊതു സ്വഭാവം -
ഗുണഭാവങ്ങൾ

FOR DETAILED STUDY

3. ടെലിവിഷൻ പഠനങ്ങളെ - സി. എസ്. വെങ്കടശേഖരൻ
ലേഖനം - ജനകീയതയും റിയാലിറ്റിഷോകളും

UNIT – 4

സംബന്ധമാധ്യമം

ഇന്റർനെറ്റ് - ചരിത്രം - മലയാളത്തിലെ ബ്ലോഗുകൾ - സംബന്ധ
സാന്നിദ്ധ്യം - സോഷ്യൽ മീഡിയ - സ്മാർട്ട് ഫോൺ ഉപയോഗം -
ഗുണഭാവങ്ങൾ

FOR DETAILED STUDY

4. ഡോ. അച്ഛിദ്ര ശങ്കർ എസ്. നായർ - സംബന്ധ മലയാളം



UNIT – 5

പരസ്യകല

പരസ്യം - നിർവ്വചനം - സംസ്കാരം - സ്വാധീനം- വിവിധതരം പരസ്യങ്ങളെ - ആശയബോധനം

FOR DETAILED STUDY

5. പ്ലാൻഗ്രാഫിക്പരിചയം നൽകുന്നതിനാവശ്യമായ പ്ലാൻഗ്രാഫിക്സെന്റർ നൽകുക. പരസ്യം നിർമ്മിക്കുന്നതിനുള്ള വിഷയം നൽകുക.

REFERENCE BOOKS

പത്മലോകം - ഒരു സംഘം ലേഖകർ - കേരള ഭാഷാ ഇൻസ്റ്റിറ്റ്യൂട്ട്
 ആ ലോകം മുതൽ ഇ-ലോകം വരെ - ഡോ. ജെ. വി. വിളനിലം
 മാധ്യമങ്ങളും മലയാളസാഹിത്യവും - കേരള ഭാഷാ ഇൻസ്റ്റിറ്റ്യൂട്ട്
 പത്മലോകം - കേരള പരസ്യ അക്കാദമി
 മലയാളഭാഷയും ആഗോളവത്കരണവും - ഡോ. കെ. എസ്. പ്ലാക്കൾ, ഡോ. എസ്.
 എ. ഷാനവാസ് (പ്രകാശനവിഭാഗം, കേരള സർവ്വകലാശാല)
 ഭാഷയും മാധ്യമവും - വി. കെ. നാരായണൻ
 മാധ്യമഭാഷാ മാറ്റങ്ങളെ - കെ. കെ. ശ്രീരാജ്
 ടെലിവിഷൻ പഠനങ്ങളെ - സി. എസ്. വെങ്കിടേശ്വരൻ
 മാധ്യമങ്ങളും മലയാളസാഹിത്യവും - എം. വി. തോമസ്
 ഇൻറർനെറ്റ് ഇൻഫർമേഷൻ വിപ്ലവവും - കെ. രവിന്ദ്രൻ, ഡോ. കെ.
 ഇബ്രാഹിം
 ഇൻഫർമേഷൻ സയൻസ് - ഓമുഖം - ഡോ. ജി. ദേവരാജൻ
 മലയാള സബ്ബർ സാഹിത്യം - ഡോ. മനോജ് ജെ. പാലക്കുടി
 സബ്ബർ മലയാളം - സുനീത ടി. വി. (എഡി.)
 മാറുന്ന ലോകം മാറുന്ന മാധ്യമലോകം - എൻ. പി. രാജനേദ്രൻ
 Progress in Information Technology - Dr. G. Devarajan
 The Mass Media and You - Desmond D' Abreo
 Advertising - Dr. C. N. Santakki



HINDI

Objectives:

1. To acquire knowledge regarding fundamental concepts in Hindi grammar.
2. To acquire the ability to master translation skills
3. To develop writing skills for official documentation – Letter, Banking terminologies

Course Outcomes:

C.O. No.	Upon the completion of this course, students will be able to	PSOs Addressed	Cognitive Level
CO 1	Understand the writing skills of novelist - Premchand	F,G	K1,K4
CO 2	Understand the basics of navras, vrith and alankars	B,D	K1,K2
CO 3	Understand the history of Hini Literature – modern and medieval	A,C	K3,K5
CO 4	Apply and analyse administrative Hindi	A,C	K5
CO 5	Writing skills - Essay	B,C,D	K4,K5

K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyse, K5 – Evaluate, K6 – Create

UNIT I

NOVEL

1. Nirmala

UNIT II

POETICS

KavyaPradeep

1. Ras - Navras
2. Chand – Rola, Doha, Soratta
3. Alankar – Anupras, Upama, Roopak

UNIT III

HISTORY OF HINDI LITERATURE

1. Reethikal – Visheshatha, Pramukh Kavi – Bihari Lal



2. Adhunik Kaal – Chaya Vaad – Pramukh Kavi
3. Gadya Sahithya – Bharadendu, Prem Chand

UNIT IV

ADMINISTRATIVE HINDI

UNIT V

ESSAY WRITING

(General Topics – Paryavaran Aur Pradooshan, Bhoomandalikaran Aur Hindi, Varthaman Yug Aur Technique, Nari Ki Desha Aur Disha, Desh Vikas Mein Yuva Peedi Ka Yogdaan)

Text book:

1. Nirmala – Premchand – Published by Gyan Bharathi Prakashan, Dariabad, Allahabad
2. Kavya Pradeep – Ram Bhaori Shukla – Published by Lok Bharathi Prakshan, Pehli Manzil, Darbari Building, Mahatma Gandhi Maarg, Allahabad
3. Hindi Sahithy ka Saral Ithihas – Viswanath Tripathi – Published by Orient Publication Private Limited, Himayath Nagar, Hyderabad

Books for Reference:

1. Hindi Vathayan – Dr. K M Chandra Mohan – Published by Viswavidyalay Prakashan, Varanasi
2. Essay Writing – General Topics

Mapping with POs

Cos	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	S	S	S	S	S	S	M
CO 2	S	S	M	S	M	S	S	S
CO 3	S	S	S	S	S	S	M	S
CO 4	S	S	S	S	S	S	S	S
CO 5	S	S	M	S	S	S	L	S
CO 6	S	S	S	S	M	M	S	S

S – Strong, M – Medium, L – Low



ENGLISH

PROGRAMME OUTCOMES – PO

At the end of the course students will be able to

PO1: Imbibe moral, ethical, and cultural values through various forms of literature.

PO 2: Enable the learner to communicate effectively and appropriately in real life situation.

PO3: Able to think, speak, and write independently using grammatical forms and Vocabulary.

PO4: Improve their writing and reading fluency skills through extensive reading.

PO5: Develop their pronunciation by studying the sounds of language.

PROGRAMME SPECIFIC OUTCOME: PSO

At the end of the course students will be able to:

PSO1: Provide the students with an ability to build and enrich their communication skills.

PSO2: Critically analyse and appreciate poetry, prose, fiction and play.

PSO3: Enhance sufficient practice in Vocabulary, Grammar, Comprehension.

PSO4: Study the Phonetic symbols for correct pronunciation.

PSO5: Spot language errors and correct them.

GENERAL ENGLISH -- PROSE, POETRY, DRAMA, GRAMMAR, LANGUAGE STUDY& ORAL COMMUNICATION SKILLS

UNIT I - PROSE

1. Give us a Role Model – A.P.J.Abdul Kalam.
2. The Best Investment I have ever made – A.J. Cronin
3. Seven Good Habits – Robin Sharma
4. How much Land does a Man Need - Leo Tolstoy

UNIT II – POETRY

1. 1.Anxiety – A.K.Ramanujam
2. Incident on the French Camp – Robert Browning.
3. Stopping by the woods – Robert Frost
4. Still I raise – Maya Angelo

UNIT III - DRAMA - Select scenes from William Shakespeare

1. Antony and Cleopatra – Death Scene of Cleopatra – Act V, Scene II
2. Macbeth – Sleep Walking Scene – Act V, Scene I
3. King Lear – Heath, before a Hovel – Act III, Scene IV.



UNIT IV – GRAMMAR

1. Transformation of Sentences
2. Synthesis of Sentences
3. Spot the Error

UNIT V – LANGUAGE STUDY AND ORAL COMMUNICATION

1. Phonetics – Vowel sounds
2. Dialogue Writing
3. One word Substitution
4. Report writing.

COURSE OUTCOMES: At the end of the course students will be able to

Course Outcomes		Cognitive level
CO1	Use English accurately across the curriculum	K1, K2, K3
CO2	Attained enhanced vocabulary and improved language skills	K2, K3, K4

CO3	Analyse and interpret prescribed text	K2, K4
CO4	Conceptualize the Shakespearean drama in the prescribed text	K2, K4
CO5	Gain proficiency in LSRW skills	K1, K2, K3, K4, K6

K1- Remember, K2- Understand, K3- Apply ,K4- Analyse , K5- Evaluate,K6- Create

MAPPING OF COURSE OUTCOMES WITH PROGRAMME OUTCOMES

CO/ PO	PO1	PO2	PO3	PO4	PO5	POS1	POS2	POS3	POS4	POS5
CO1	S	M	S	S	S	S	M	S	M	S
CO2	M	S	M	M	M	M	M	M	S	M
CO3	M	S	M	S	M	S	M	S	M	S
CO4	S	M	S	M	M	S	S	M	S	M
CO5	M	M	M	S	M	S	S	M	S	M

S – Strongly correlated, M – Moderately Correlated, w- weakly correlated, No Correlation - 0

E- LINKS

1. [https:// www.msuniversity.ac.in](https://www.msuniversity.ac.in)
2. <https://www.bdu.ac.in>
3. <https://www.scribd.com>
4. <https://www.goodreads.com>
5. <https://casenglishdepartment.wordpress.com>
6. <https://www.poetryfoundation.org>
7. <https://www.britannica.com>
8. <https://englishgrammar.org>



COST ACCOUNTING

COURSE OBJECTIVES:

1. To provide basic knowledge on cost concepts
2. To impart knowledge on accounting techniques useful in managerial functions.
3. To enable the students to ascertain the cost control methods and the ascertainment of the profitability of activates planned

COURSE OUTCOMES:

CO1: Prepare cost sheet to ascertain total cost and cost/ unit in order to prepare quotation

CO2: To differentiate methods of calculating material consumption

CO 3: Apply various labor control Techniques for cost reduction and smooth functioning of business.

CO4: Explain meaning of Overheads. Classify, Allocate, Apportion and Reapportion various overheads to calculate cost.

CO 5: Apply costing methods and costing techniques appropriately

UNIT-1:INTRODUCTION TO COST ACCOUNTING

Cost Accounting -Meaning of Cost, Costing and Cost Accounting. Comparison between Financial Accounts and Cost Accounts-Application of Cost Accounting-Cost Concepts -Cost Unit-Cost Centre-Elements of Costs-Preparation of Cost Sheet.

UNIT-2: MATERIAL COSTING

Classification of Materials-Material Control-Purchasing Procedure-Store Keeping-Techniques of Inventory Control-Setting of Stock Levels- EOQ Method of Pricing-Materials Issues -LIFO-FIFO - Weighted Average Method- Simple Average Method.

UNIT-3: LABOUR COSTING

Control of Labour Cost -Labour Turnover – Method of wage payments-Remuneration and Incentives-Time Rate System-Piece Rate System-Premium and Bonus Plans. O

UNIT-4: OVERHEAD COST CONTROL

Meaning- Classification-Procedure - Allocation and Apportionment- Principles of Apportionment -Reapportionment, Direct, Step, Reciprocal, Simultaneous Equation Trial and Error.

UNIT-5: TECHNIQUES OF COSTING

Unit costing, Job Batch costing, Contract costing, Process Costing-excluding inter process profits.



TEXT BOOKS:

1. Jain, S.P. & Narang, Cost Accounting: Principles & Methods - K.L.-Kalyani Publishers
2. M.N. Arora , A Text Book of Cost Accountancy - Vikas Publishing Pvt. Ltd.

REFERENCE BOOKS:

1. R.S.N.Pillai&Bagavathi, Management accounting- S.Chand, New Delhi.
 2. N.P.Srinivasan & M.Sakthivel Murugan, Accounting For Management- S.Chand, New Delhi
- S.Pandian, Accounting for Managers, Ane Book Pvt.Ltd, New Delhi
1. S.N. Maheshwari, Studies in Cost Management- Sultan Chand & Sons

WEB RESOURCES:

1. <https://www.prestoexperts.com>
2. <https://www.tutorialspoint.com>
3. <https://www.accounting-simplified.com>
4. <https://www.study.com>

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	S	M	L	L	M	S	M	L	M	L
CO 2	M	S	L	S	M	S	M	M	L	L
CO3	S	M	M	L	S	S	S	M	M	L
CO4	S	M	L	L	M	S	S	L	M	L
CO5	S	M	M	L	L	S	M	M	L	L

S – Strong

M – Medium

L- Low

MARKETING MANAGEMENT**Course Objective:**

- To understand the nature and significance of the Marketing Function and the Marketing management process.
- To gain knowledge about the key aspects of the Buying Behavior of consumers and develop an understanding of the STP Process.
- To explain the factors affecting various product, pricing, channel management and Marketing communication decisions



COURSE OUTCOMES:

- CO1: Identify the marketing functions, environment and segmentation for effective positioning of the products.
- CO 2: Assess the factors influencing consumer behavior and apply recent marketing trends in business
- CO 3: Develop new products and services that are consistent with evolving marketing needs.
- CO 4: Formulate effective pricing policy and select an appropriate channel of distribution
- CO 5: Summarize the nature and functions of the elements of Promotion mix

UNIT-I: INTRODUCTION

Nature, Scope and importance of marketing – Functions – Marketing environment- Factors influencing Marketing Environment– Market Segmentation – Need and basis of market segmentation Targeting and Positioning

UNIT-II: CONSUMER BEHAVIOUR

Factors influencing consumer behaviour - general consumers, industrial consumers, online consumers-Recent concepts in marketing – Green marketing, Digital marketing, Relationship marketing

UNIT-III: PRODUCT

Product –definition – levels of product- classification of products – Product Mix: Levels, Hierarchy, Classifications, Mix. Product life cycle: The Concept and its Strategic Implications, Significance of branding, New Product development Process.

UNIT-IV: PRICING AND PHYSICAL DISTRIBUTION

Price – Pricing objectives – Pricing policies – Methods of pricing – Distribution channel (levels, advantages and disadvantages) – Factors to be considered in selecting a channel – Channel conflicts (causes and overcoming conflicts).

UNIT-V: PROMOTION

Eight elements of the Promotion Mix: basics of Advertising (5M's), Sales Promotion, Events& Experiences, Public Relations & Publicity, Direct Marketing, Interactive Marketing, Word of Mouth Marketing and Personal Selling. Factors affecting the promotion mix.

TEXT BOOKS:

1. Dr. C B Gupta, Dr. N. Rajan Nair, Marketing Management - Sultan Chand & Sons, New Delhi



- Philip Kotler, Marketing Management - Prentice Hall of India Pvt Ltd., New Delhi

REFERENCE BOOKS:

- R.S.N.Pillai & Bagavathi, Marketing Management, S. Chand Publishing.
- Rajan Sexna, Marketing Management, MC Graw Hill Education
- Ramaswamy, V.S., Namakumari, S- Marketing Management: Global Perspective, Sage publications India Private Ltd, New Delhi
- Philip Kotler, Hermawan Kartajaya, Iwan Setiawan, Marketing 4.0- John Wiley & Sons, Inc., USA,

WEB RESOURCES

- <https://www.tutorialspoint.com>
- <https://www.feedough.com>
- <http://www.yourarticlelibrary.com>
- <https://www.tutor2u.net>

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	S	M	L	L	M	S	M	L	M	L
CO 2	M	S	L	S	M	S	M	M	L	L
CO3	S	M	M	L	S	S	S	M	M	L
CO4	S	M	L	L	M	S	S	L	M	L
CO5	S	M	M	L	L	S	M	M	L	L

S – Strong

M – Medium

L- Low

HUMAN RESOURCE MANAGEMENT

Course Objective:

- To equip the students with knowledge, skills and competencies required to manage people.
- To acquaint the students with various functions and processes related to human resource management.
- To provide conceptual framework required for human resource planning and development.

COURSE OUTCOMES:

CO 1: Develop an understanding of the human resource functions and



environment to manage human resource effectively.

CO 2 Identify the human resource requirement and select suitable work force.

CO 3: Evaluate the performance of human resource and develop suitable training, development and career planning programs

CO 4: Frame sound compensation policy for high employee retention

CO 5: Develop an effective grievance handling procedure

UNIT- I: INTRODUCTION

HRM-meaning, nature, objectives and scope– Importance –Functions of HRM – Environment of HRM - Strategic HRM – Meaning- Objectives- Personnel Management Vs Human Resources Management - Difference between Traditional HRM and Strategic HRM.

UNIT –II: HUMANRESOURCE PLANNING

Meaning and Importance - Job Analysis, Job Description and Job Specification - Recruitment: Meaning and Sources of recruitment. Selection - Meaning and Methods of selection– Interview - Kinds of interview – Steps in interview Procedure – Tests - Kinds and Importance of Tests- Induction – Placement.

UNIT-III: TRAININGANDDEVELOPMENT

Meaning and Importance – Methods of Performance Appraisal. Training – Importance- Benefits - Methods of Training - Executive Development - Meaning and Methods - Career Planning - Meaning and Objectives

UNIT-IV: COMPENSATIONMANAGEMENT

Wage and salary administration – Objectives - Essentials of a sound wage and salary structure – Components of compensation – Executive compensation – Profit sharing – Labour co-partnership – Employee Stock Option PlansWage and salary administration – Objectives - Essentials of a sound wage and salary structure – Components of compensation – Executive compensation – Profit sharing – Labour co-partnership – Employee Stock Option Plans(ESOP).

UNIT-V: GRIEVANCE HANDLING

Grievance redressal procedure - Discipline- essentials of a good discipline system- Disciplinary Process – approaches – punishment – exit interview - Legislative Framework–Trade Unions - Collective Bargaining - Labour participation in management and workers empowerment.

TEXT BOOKS:

1. Dr. C B. Gupta, Human Resource Management-Sultan Chand & Sons, New Delhi



2. K. Aswathappa, Human Resource Management - Mc Graw Hill, India Pvt Ltd.,

REFERENCE BOOKS:

1. Monnappa and Saiyadan, Personnel Management, Tata Mcgraw Hill.
2. Rao V.S.P. Human Resource Management, Excel books
3. C.B. Memoria, Personal Management- Himalaya Publishing House
4. Dr. S S. Khanka, Human Resource Management- S. Chand & company ltd., New Delhi

WEB RESOURCES:

1. <https://www.citehr.com>,
2. <https://www.whatishumanresource.com>
3. <https://shrm.org>
4. <https://www.coursera.org>

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	S	M	L	L	M	S	M	L	M	L
CO 2	M	S	L	S	M	S	M	M	L	L
CO3	S	M	M	L	S	S	S	M	M	L
CO4	S	M	L	L	M	S	S	L	M	L
CO5	S	M	M	L	L	S	M	M	L	L

S – Strong

M – Medium

L- Low

PRODUCTION AND OPERATIONS MANAGEMENT

Course Objective:

- To understand the basic concepts and theories of the production management
- To comprehend the operations management situations with greater confidence.
- To expand individual knowledge of operations management principles and practices.

COURSE OUTCOMES:

CO 1: Develop an understanding of the role of production manager and also select a suitable production system.

CO 2: Analyse and decide a good location for the plant and its layout.

CO 3: Demonstrate efficient planning and control of production activities

CO 4: Analyze and apply skills in operations function to improve plant maintenance.

CO 5: Develop strategies to ensure high quality products are manufactured and distributed.



UNIT- I: INTRODUCTION TO OPERATIONS MANAGEMENT

Definition, Objectives and Functions – Relationship between operations, Production and other Functions: Production Vs Productivity –Production System-Continuous- Intermittent-Job-Batch(Meaning, Advantages and Disadvantages)- Recent trends in Production Management – Green Production – Importance of green production.

UNIT- II: FACILITY LOCATION AND LAYOUT

Objectives – Importance – Factors influencing Plant Location– Advantages and disadvantages of Urban, Sub-Urban and Rural locations. Plant Layout: Objectives – Factors influencing Plant Layout – Types of Plant Layout-Product, Process and Stationary layout.

UNIT- III: PRODUCTION PLANNING AND CONTROL

Objectives – Functions – Stages – Routing and Scheduling – Dispatching and Follow Up. Maintenance Management: Objectives – Breakdown Maintenance: Objectives – Disadvantages – Suitability – Preventive Maintenance: Objectives –Types – Advantages – Limitations.

UNIT- IV: QUALITY CONTROL

Inspection: Objectives – Functions – Centralized and Decentralized Inspection – Quality Control: Objectives – Advantages – SQC [Statistical Quality Control]: Techniques – Benefits – Control Charts – X Chart – R Chart – C Chart – P Chart – Quality Circle – Characteristics – Advantages – TQM – Meaning- Objectives- Importance

UNIT- V:- WORK STUDY

Objectives – Importance – Procedure – Benefits - Method Study: Objectives – Procedure Involved in Method Study - Work Measurement: Objectives – Techniques – Procedure for work measurement – Steps for Conducting Time Study.

TEXT BOOKS

1. P.Saravanavel and S.Sumathi, Production and Materials Management, Margham publications, Chennai, 2006.
2. K.Shridhara Bhat; Production Management; Himalaya Publishing House; Nagpur 2005

REFERENCE BOOKS

1. R.B Khanna, Production and materials management -, Prentice Hall Publications
2. Paneerselvam, Production and operations management- Prentice Hall



Publications, New delhi.

3. Chary S.N, Production and Operations Management-TMH Publication.

4. Buffa E.S, Modern Production and Operations Management-TMH Publication

WEB RESOURCES

1. <http://www.classcentral.com>
2. <http://www.alison.com>
3. <http://www.oxfordhomestudy.com>
4. <http://www.nitc.ac.in>

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	S	M	L	L	M	S	M	L	M	L
CO 2	M	S	L	S	M	S	M	M	L	L
CO3	S	M	M	L	S	S	S	M	M	L
CO4	S	M	L	L	M	S	S	L	M	L
CO5	S	M	M	L	L	S	M	M	L	L

S – Strong

M – Medium

L- Low

CORPORATE LAW

Course Objective:

- To understand the management and working of directors in companies.
- To know the procedure of conducting various meeting of shareholders and directors.
- To know the procedure of GST collection

COURSEOUTCOMES:

CO 1: Understand the meaning and nature of company

CO 2: Discuss the procedure of formation of companies

CO 3: Understand various important documents of company

CO 4: Understand the concept of GST

CO 5: Analyze the collection procedure of GST.

UNIT –I: COMPANY ACT 2013

Meaning– Nature & Characteristics of a Company– Types of companies– Meaning, Duties, Rights, Responsibilities & Liabilities of a promoter– Incorporation of



companies– Memorandum of association & Articles of Association and their alteration– Doctrine of Ultravires– Doctrine of Indoor Management– Doctrine of Constructive Notice– Doctrine of alter ego– Prospectus: Meaning– Types (Abridged, Red Herring, Shelf Prospectus) – Contents.

UNIT II: - FINANCIAL STRUCTURE:

Equity share capital– Preference share capital– Allotment of shares– Minimum subscription– Share certificate– Share warrants– Membership in a company: Modes of acquiring membership– Rights of members– Register of members– Dematerialization & Re-materialization of securities– Transfer & Transmission of shares– Borrowing powers and Debentures.

UNIT III-COMPANY ADMINISTRATION AND MEETINGS

Directors: Types– DIN– Appointment of directors– Qualification– Disqualifications
Meetings: Company Meetings- Meetings of Shareholders- Meetings of Directors- Meetings of Creditors- Meetings of Debenture holders-Introduction to E-Governance and XBRL: CIN – FCRN- Digital Signature Certificate- E-filing of documents under the MCA-21 system. Categories of E-Forms- XBRL – Benefits of XBRL

UNIT IV:- GOODS AND SERVICES ACT

Goods and Services Tax - Introduction – Objectives – Major benefits of GST
Difference between GST and earlier tax structure - GST vs. VAT – Strengths, weaknesses opportunities, and Threats of GST system in India – Types of GST in India-CGST,SGST,IGST and UTGST

UNIT V:- GST COLLECTION PROCEDURE

GST - Levy and collection of tax - Compensation cess - Reverse charge levy - Special provisions relating to electronic commerce operators - Composition levy - Procedure for opting composition scheme - Exemption from GST – Registration - persons liable for registration -Compulsory registration - Procedure for registration - Input Tax Credit - Documents for availing credit - Availability of credit in special circumstances – Reversal of credit - Utilization of input tax credit

TEXT BOOKS:

1. 1.N.D. Kapoor -Elements of Mercantile Law - Sultan Chand & Co., New Delhi
2. 2.M.C.Kucchal - Business Law/Mercantile Law, Vikas Publishing. House (P) Ltd.



REFERENCE BOOKS

1. Shukla M.C, Mercantile Law- S.Chand & co Ltd, New Delhi
2. G.K.Kapoor, Business & corporate laws- Sultan Chand & sons, New Delhi
3. P C Tulsian - Business Law - Tata McGraw - Hill Education.
4. R.S.N.Pillai & Bagavathi, Business law - S.Chand Publishing, New delhi

WEB RESOURCES:

1. <https://www.edx.org>
2. <https://openstax.org>
3. <https://rmit.libguides.com>
4. <https://nluo.ac.in>

MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME

CO/PO & PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	S	M	L	L	M	S	M	L	M	L
CO 2	M	S	L	S	M	S	M	M	L	L
CO3	S	M	M	L	S	S	S	M	M	L
CO4	S	M	L	L	M	S	S	L	M	L
CO5	S	M	M	L	L	S	M	M	L	L

S – Strong

M – Medium

L- Low

COMPUTER APPLICATIONS IN BUSINESS-II (PRACTICALSUBJECT)

Course Objective:

- To impart knowledge regarding concepts of Financial Accounting.
- To make students capable to create company, enter accounting voucher entries including advance voucher entries, and also print financial statements.
- To make students ready with required skill for employability in the job market.

Course Outcomes:

CO1: To help students to work with well- known accounting software i.e. Tally ERP.9.

CO2: Students will learn to create company, enter accounting voucher entries including advance voucher entries

CO3: Demonstrate an understanding of various predefined inventory vouchers to suit the various business requirements and flexibility to create unlimited



stock items.

CO 4: Demonstrate an understanding of how to maintain a payroll register .

CO5: To prepare Accounting, Payroll, Billing, Sales and Profit Analysis, Auditing Banking Inventory, Taxation such as GST, VAT, TDS, TCS etc

SOFTWARE: Tally

1. To Create, Alter and Delete a Company owned by you.

2. Do the voucher entry for the transactions

1. Mr. Girish started business with Rs. 1,00,000

2. Bought furniture for Rs.1,000

3. Goods purchased for Rs.1,500

4. Goods sold for Rs.2,500

5. Goods purchased from Selva & Co for credit worth Rs.7,500

6. Goods sold from Cheenu & Co for credit worth Rs.10,000

3. Alter the following vouchers:

Entry No	Date	Party Name	Alterations
4	7.4.2019	Britannia Industries	Order No. SO 118-due on 7.4.2019
6	9.4.2019	Britannia Industries	Order No. SO 156-due on 10.4.2019 for both items
33	3.5.2019	Beauty Care Centre	Order No. So 1189-due on 5.5.2019
41	5.5.2019	Beauty Care Centre	Order No. SO 2369-due on 15.5.2019

4. Enter the following transactions of the company in Tally and show various reports

January 1	Commenced business with a capital of 80,000
January 3	Purchased machinery 10,000
January 5	Withdrawn from bank for office use 10,000
January 7	Purchased goods from Siamia on credit 9,000
January 8	Paid cash to Siamia 8,800
	Discount received 200
January 11	Sold goods to Kima 5,000
January 16	Received cash from Kima 4,900
	Discount allowed 100
January 18	Purchased goods from Siamia from cash 6,000
January 20	Paid wages 3,000
January 22	Rent received 5,000



5. Record the following transaction that took place during the April to September 2020

S.No	Transactions	Item	Quantity	amount
1	Purchase from Suresh	Reynolds Pen	20	200
2	Sales to Vani	Parker Pen	125	2400
3	Sales to Ragu	Camel Geometry	100	7500
4	Paid money to Suresh in full settlement for the transaction at Ser.No 1 above			190
5	Received from Vani and Ragu Rs.9,500 cash in full settlement for their asset transaction at Ser.No 2 and 3 above.			
6	Paid to Manoj			1000
7	Purchase from Hari	Parker Pen	15	1600
8	Purchase from Manoj	Reynolds pen	18	360
9	Sales to Priya	Pilot Pen	100	15000
10	Purchased furniture			2500
11	Paid insurance premium			1560
12	Sold all the investments			25000
13	Paid 1. Outstanding salaries 2. Electricity charges 3. Tax of the last year			2000 1000 23000
14	Out standing 1. Salaries 2. Provision for Tax			5000 24000

Charge depreciation for the period 1.4.2020 to 30.9.2020 on furniture @ 20% p.a and Machinery @10% p.a.

1. Create a company as per details given above
2. Create appropriate groups and ledgers
3. Enter the transaction as given selecting appropriate voucher type
4. Trail balance as on 30.9.2020
5. Profit and loss account
6. Balance sheet as on 30.9.2020
7. Cash book

6. From the following Trial Balance, prepare Trading, Profit & Loss A/c and a Balance Sheet as on 31st March, 2015 :

Particulars	Debit	Credit
Machinery	14,000	
Furniture	200	
Opening stock	2,000	
Wages	5,000	
Purchases	10,500	
Return inward	400	
Cash at bank	800	
Cash in hand	200	
Debtors	2,400	
Drawings	1,000	
Manufacturing expenses	800	
Rent	400	
Depreciation	420	
Sundry expenses	400	
Repairs	50	
Traveling expenses	100	
Bad debts	150	
Printing and stationary	50	

Carriage	130	
Capital		10,000
Sales		26,800
Creditors		1,700
Return outward		500
	39000	39000

The value of closing stock was Rs.11,355

7. Bill of Material Purchase the following items from Rishav Stores vide Ref No./Invoice No. 01/19-20

Sl No.	Particulars	Under	Rate	Qty (Pcs)	Amount	Godown
1	Perk	Raw Materials	7	100	700	Gurish Park
2	Dairy Milk	Raw Materials	8	100	800	Gurish Park
3	Gems	Raw Materials	8	100	800	Gurish Park
4	Double Shots	Raw Materials	8	100	800	Gurish Park
5	5-Stars	Raw Materials	6	100	600	Gurish Park
After purchase all the items the company has decided to create 50 box finished goods named "Cadbury Celebration" containing the above items plus cost Rs.2/- per box and labour charges of Rs.500						
Sold 25 boxes of "Cadbury Celebration" @ 15% Profit on cost to Shuvam Stores (Invoice No.S/001)						

8. Create the following stock particulars for Vimal Distribution

Stock Item	Stock Group	Sub stock group	Units of measures	Opening quantity	Unit Price
Bourbon	Biscuits	Cream Biscuits	Packet of 10 Pieces	500 Pcs	10/pkt
Horlicks	Biscuits	Plain Biscuits	Packet of 10 Pieces	1000 pkts	15/pkt
Lacto king	Chocolates	Candy	Packet of 50 Pieces	250 pkts	1/pce
Five star	Chocolates	Bar	Box of 100 Pieces	50 Boxes	10/piece
Lays	Snacks	Potato chips	Box of 100 pieces	150 pkts	10/pkt
Sunfest	Biscuits	Plain biscuits	Packet of 10 pieces	100 pkts	12/pkt
Bournvita	Biscuits	Plain biscuits	Packet of 10 pieces	800 pkts	20/pkt
Alphenliebe	Chocolates	Candy	Packet of 50 Pieces	100 pkts	1/pce
Dairy Milk	Chocolates	Bar	Box of 100 Pieces	250 Boxes	10/piece
Bingo	Snacks	Potato chips	Box of 100 packets	300 boxes	15/pkt

9. on 1st October 2017 purchase raw material in cash for manufacture of pressure cooker voice GST-0111

S.No	Item name	Qty	Rate	GST rate
1	Handel set	100 pcs	50	28%
2	Rubber gasket	100 pcs	3.10	28%
3	Aluminium circle sheet	100 kg	190	18%
4	Safety valve	100 pcs	25	18%
5	Weight set	100 pcs	50	18%
6	Vent tube	100 pcs	53	18%
7	Pressure cooker manual	100 pcs	5	12%
8	Pressure cooker box	100 pcs	11	12%

Pass the necessary entry



10. Generate salary slip from the following particulars

Date	Name	Pay Heads	Amount Rs.	Dr/Cr
30.04.2020	Thamizhselvan	Basic pay	30000	Dr
		D.A	15000	Dr
		H.R.A	2500	Dr
		C.C.A	1500	Dr
		Gratuity	2000	Cr
		P.F	1000	Cr
30.04.2020	Malar	Basic pay	25000	Dr
		D.A	9000	Dr
		H.R.A	1500	Dr
		C.C.A	1000	Dr
		Gratuity	1500	Cr
		P.F	800	Cr
30.04.2020	Manimaran	Basic pay	20000	Dr
		D.A	7000	Dr
		H.R.A	5000	Dr
		C.C.A	3000	Dr
		Gratuity	2000	Cr
		P.F	3000	Cr
30.04.2020	Palani	Basic pay	20000	Dr
		D.A	7500	Dr
		H.R.A	6000	Dr
		C.C.A	3500	Dr
		Gratuity	2500	Cr
		P.F	4000	Cr

Text Books:

1. Tally software Package–Manual.
2. Computer Application in Accounting Software –Dr.P.Kasivairavan.

WEB RESOURCES:

1. <https://tallysolutions.com>
2. <https://www.tallylearning.net>
3. <https://www.udemy.com>
4. <https://tallyschool.com>



ECONOMICS FOR COMPETITIVE EXAMINATIONS – II

Course Objectives:

This course will help the students

1. To acquire knowledge in Economics to compete in the competitive Examinations by understanding the concepts.
2. To identify the appropriate sources of data, perform basic demographic analysis using various techniques.
3. To analyse the causes and effects of inflation on the Indian economy.
4. To explain the practices of both monetary and fiscal policy and their impact on economic activity by using a combination of monetary and fiscal policy.
5. To focus on the policy issues raised by the development and functioning of international organizations.

Unit I: Globalization and New Economic Policy

Globalization – Features – Components – Advantages and Disadvantages of Globalization. New Economic Policy 1991- Objectives. (06L)

Unit II: Population Census

History of Indian Census - MPI, HDI, PQLI, GEM, GDI, TAI, Green index (concept only). Poverty: Definitions – Causes – Types - Measurement - Poverty Eradication Programmes: NRLM-NULM. (06L)

Unit III: Inflation

Meaning – Types – WPI – CPI – Causes – Remedial measures. (06L)

Unit IV: Monetary Policy and Fiscal Policy

Monetary Policy: Meaning - Objectives - Instruments.
Fiscal Policy: Meaning - Objectives - Instruments - VAT - FRBM – GST (Meaning only).

Unit V: Foreign Trade and Organisation

Concept of Balance of Payment – Exchange Rate – FERA – FEMA.
International Organizations (Meaning and Objectives only): IMF – UNCTAD – ADB – OPEC – EEU - SAARC. (06L)

References:

1. Dutt, G. and A. Mahajan, Indian Economy, S. Chand Publishing, New Delhi, 2016.
2. Economic Survey (Various issues), Ministry of Finance, GoI.
3. Government of India (various issues), Economic Survey of India, Economic



Division, Ministry of Finance, Government of India, New Delhi.

4. Gupta, K.R., & Gupta, J.R., Indian Economy, Atlantic Publishers, New Delhi, 2008.
5. Puri, V.K., & Misra, S.K., Indian Economy: Its Development Experience, Himalaya Publishing House, New Delhi, 2015.
6. Sankaran, S., Indian Economy, Margham Publications, Chennai, 2002.
7. Statistics and Abstract (various issues), Ministry of Statistics and Programme Implementation, Government of India, New Delhi.

Course Outcomes

After the completion of the course, the students will be able to

CO 1. Show the links between trade, international finance, economic growth, and globalization and demonstrate the implication of globalization on society as a whole.

CO 2. Demonstrate the importance of population in economic development and to interpret the quantitative and qualitative aspects through various demographic techniques.

CO 3. Identify different types of inflation, causes of inflation, and measures to control it.

CO 4. Examine the tools of monetary and fiscal policies and their implications on the Indian Economy.

CO 5. Evaluate the objectives of various international organizations.

ECONOMICS FOR COMPETITIVE EXAMINATIONS – II															COGNITIVE LEVEL
CO	PO						PSO								
	1	2	3	4	5	6	1	2	3	4	5	6	7	8	
CO 1	3	3	2	3	2	1	3	3	2	2	2	3	3	1	K - 1
CO 2	3	3	2	3	2	1	3	3	2	2	2	3	3	1	K - 2
CO 3	3	3	2	3	2	1	3	3	2	2	2	3	3	1	K - 3
CO 4	3	3	2	3	2	1	3	3	2	2	2	3	3	1	K - 4
CO 5	3	3	2	3	2	1	3	3	2	2	2	3	3	1	K - 5

Strongly Correlated – 3, Moderately Correlated – 2, Weekly Correlated - 1



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COMPUTERS FOR DIGITAL ERA

Objectives:

1. To create the awareness about the digital India among the student community.
2. To make the student to understand the role of computer in the day to day living.
3. To create the awareness about the e-learning and security issues.

Unit I

FUNDAMENTALS OF COMPUTERS

The role of computers in the modern society – Types of Computers and their specifications – Server – Desk Top Computers - Lap Top – Tablet – Smart Phones - Block diagram of Digital Computer –Working Principle of Computer, I/O Devices – Central Processing Unit – Types of Memory - Display – Port – UPS – Setting up and Maintenance of Computer.

Unit II

TYPES OF SOFTWARE AND OFFICE AUTOMATION

Types of Software with examples – System Software – Application Software – Utility Software - Operating System – Basics on Windows – Introduction to Android –Application Software - Free Open source software – Database and its applications – Office Automation Software – applications of Microsoft Word – Microsoft Power Point – Microsoft Excel.

Unit III

INTERNET AND MOBILE APPLICATIONS

Introduction to computer networks – LAN – WAN – MAN – Wired and wireless network – Wi Fi Networks - Network Devices – Modem – Switch – Router – Broad Band – Leased Lines- Internet – WWW – URL- Browser – e-mail – SMS – MMS - Client Server Computing - Cloud – Public and Private cloud – Mobile Applications.

Unit IV

E – GOVERNANCE IN INDIA

E-Governance initiative by the Government – Digital India Platform – Agencies enabling Digital India - Electronic Payment and Receipt – Digital Locker – e-district service – electronic signature service – Digital AIIMS – India BPO Scheme – Integrated Nutrient Managment – GIS – Mobile Seva App Store- GARV- Grameen Vidyutikaran



Unit V**E – LEARNING AND MOOC**

E – Learning – Digital Library – E- Journals – Introduction to MOOC – Edex – Course era etc - SWAYAM – NPTEL – Cyber Security – Virus – Malware – Network Security - Hacking – Big Data – Data Analytics – Social Networks – Social Media Analytics- Introduction to IT Act.

➤ **10 Hours Practical Sessions are to be allotted for Computer & Mobile Applications**

Suggested List of Exercises:

1. Setting up of computers – Connecting I/O device, UPS, CPU, Printers, Mouse, Key Boards, Pen Drives, etc. (Mandatory)
2. Minor fault findings.
3. Preparing a word Document and saving, copying files, deleting files, renaming files, etc. (Mandatory)
4. Preparing slides – Animation – Slide Transition – Back Ground Changing – Word Art , etc. (Mandatory)
5. Preparing Mark Sheet with Excel - Calculating First Class, second class, etc. (Mandatory)
6. Browsing – Searching for documents – e-mail id creation - Useful mobile apps – downloading. (Mandatory)
7. Data/Wi-Fi Connectivity and Exchanging of Data.
8. Electronic Payment – Online Application Processing
9. Browsing for NPTEL/ SWAYAM Courses
10. Browsing the useful e-learning sites

Learning Outcomes:

At the end of the course the students will be able to:

1. apply the computing technology in their day to day life
2. create awareness regarding digital India initiatives to their surroundings
3. identify the areas where he can extend the digital computing for their benefits.

Text Book:

1. E- Materials of Manonmaniam Sundaranar University on “Computer for Digital Era”, <http://msuniv.ac.in>

References:

1. Andrew S. Tanenbaum, Computer Networks, 4th Edition, Eastern Economy Edition, PHI Private Ltd, New Delhi, 2003.



2. Gautam Shroff, Enterprise Cloud Computing, Technology, Architecture, Applications, Cambridge University Press, First Edition, 2010.
3. Reza B'Far, Mobile Computing Principles, Cambridge University Press, First Edition, 2005.
4. Charles P Pfleeger, Shari Lawrence Pfleeger, Security in Computing, I Edition, Pearson Education, 2003.
5. <https://swayam.gov.in>
6. <http://www.digitalindia.gov.in/content/social-media-analytics>

Scheme of Examination	
Internal – 25 Marks	External – 75 Marks
Internal Break Up - 15 for Continuous Assessment Test (CAT) + 5 for Assignment + 5 for Seminar. 3 CATs (Two tests on Theory and one on Practical)are to be conducted	

