

**BHARATHIAR UNIVERSITY****COIMBATORE-641 046****B.B.A – C.A (Computer Applications)****(For the students admitted from the academic year 2019-2020 onwards)****SCHEME OF EXAMINATION - CBCS PATTERN****SEMESTER- I**

Part	Study Components	Course Title	Ins. Hrs / Week	Examination				Credit
				Dur.Hrs.	CIA	Marks	Total Marks	
	SEMESTER –I							
I	Language-I		6	3	25	75	100	4
II	English-I		6	3	25	75	100	4
III	Core I – Principles of Management		5	3	25	75	100	4
III	Core II – Basics of Business and Business Environment		5	3	20	55	75	3
III	Allied Paper I : Mathematics for Management –I		6	3	25	75	100	4
IV	Environmental Studies #		2	-	-	50	50	2

# **PART – I – LANGUAGE**

**BHARATHIAR UNIVERSITY, COIMBATORE-641 046.**  
**UNDER GRADUATE DEGREE PROGRAMMES ( CBCS Semester Pattern )**  
**(For the students admitted during the academic year 2017 -2018 onwards)**

**பாடத்திட்டம் - முதற்பருவம் - பகுதி - I - தாள் - I**  
**(2017-2018ஆம் கல்வியாண்டு முதல் சேர்வேர்க்குரியது)**  
**(செய்யுள், சிறுகதை, இலக்கிய வரலாறு, இலக்கணம், மொழிபெயர்ப்பு)**

**அலகு - I**

1. பாரதியார் - புதுமைப் பெண்
2. பாரதிதாசன் - அழகின் சிரிப்பு - தமிழ்
3. கண்ணதாசன் - காலக்கணிதம்
4. கரதா - சிக்கனம்
5. காசி ஆனந்தன் - பெருமூச்சு
6. இன்குலாப் - மனுசங்கடா நாங்க மனுசங்கடா

**அலகு - II**

7. அப்துல் ரகுமான் - ஒப்பில்லாத சமுதாயம்
8. அறிவுமதி - நட்புக்காலம்
9. நா.முத்துக்குமார் - அக்காவின் கடிதம்
10. தாமரை - ஒரு கதவும் கொஞ்சம் கள்ளிப்பாலும்
11. ஈரோடு தமிழன்பன் - ஹைகூக் கவிதைகள் (10 கவிதைகள்)
12. நாட்டுப்புறப் பாடல்கள் - தெம்மாங்கு பாடல், தொழில் பாடல்

**அலகு - III**

- ❖ புதுமைப்பித்தன் முதல் இறையன்பு வரை -சிறுகதைத் தொகுப்பு -NCBH,வேளியூர்.

**அலகு - IV - இலக்கிய வரலாறு**

- ❖ புதுக்கவிதை, ஹைகூக் கவிதை - தோற்றமும் வளர்ச்சியும்
- ❖ படிமம், குறியீடுகள் - பற்றிய விளக்கங்கள்.
- ❖ சிறுகதையின் தோற்றமும் வளர்ச்சியும்.

**இலக்கணம் :**

1. மொழித்திறன், சொற்பொருள் வேறுபாடு, ர.ஐ.ல.எ.ழ.ந.ண.ன வேறுபடுத்தி அறியும் முறை.
2. தொடரில் வழுஉச் சொற்களை நீக்கி எழுதுதல், மரபுப் பிழையை நீக்கி எழுதுதல்
3. உண்டு, உள, உளது, அன்று, அல்ல, அல்லன், அல்லர் பயன்பாடு ஓர், ஒரு பயன்பாடு
4. ஒருமை, பன்மை தொடரில் அமையும் விதம்.

**அலகு - V - மொழிபெயர்ப்புப் பகுதி**

பொதுப்பகுதி, அலுவலகப் பகுதி, ஆங்கிலத்திலிருந்து தமிழில் மொழிபெயர்த்தல்.

**BHARATHIAR UNIVERSITY : COIMBATORE – 641 046**  
**Part I – Hindi Language**

**For Under-graduate Degree Programmes**  
**(For the students admitted during 2017-2018 onwards)**

**FIRST SEMESTER – Paper I**

(Prose, Non-detailed, Grammar & Translation, Comprehension)

1. PROSE : NUTHAN GADYA SANGRAH Editor :  
Jayaprakash  
(Prescribed Lessons – only 6) Lesson  
1 – Bharathiya Sanskurthi Lesson 3 –  
Razia  
Lesson 4 – Makreal  
Lesson 5 – Bahtha Pani Nirmala.  
Lesson 6 – Rashtrapitha Mahathma Gandhi  
Lesson 9 – Ninda Ras.  
  
Publisher : Sumitra Prakashan  
Sumitravas, 16/4, Hastings Road,  
Allahabad – 211 001.
2. NON DETAILED TEXT : KAHANI KUNJ Editor :  
Dr. V.P. Amithab.  
(Stories 1-6 only)  
Publisher : Govind Prakashan  
Sadhar Bagaar, Mathura, Uttar  
Pradesh – 281 001.
3. GRAMMAR : SHABDHA VICHAR ONLY  
(NOUN, PRONOUN, ADJECTIVE, VERB, TENSE, CASE ENDINGS)  
Theoretical & Applied.  
Book for Reference : Vyakaran Pradeep by Ramdev  
Publisher : Hindi Bhavan,  
36, Tagore Town  
Allahabad – 211 002.
4. TRANSLATION : English – Hindi only.  
ANUVADH ABHYAS – III  
(1-15 lessons only)  
Publisher : DAKSHIN BHARAT HINDI PRACHAR SABHACHENNAI  
– 17.
5. COMPREHENSION : 1 Passage from ANUVADH ABHYAS – III (16-30)  
DAKSHIN BHARATH HINDI PRACHAR SABHA  
CHENNAI-17.

**BHARATHIAR UNIVERSITY**  
**COIMBATORE 641 046**  
**Syllabus for U.G. (Part. I) Malayalam (C B C S)**

For those who joined in 2017-2018 academic year and  
onwards

**First Semester**

Paper I Prose, Composition & Translation

This paper will have the following five units:

Unit I & II	Novel
Unit III & IV	Short Story
Unit V	Composition & Translation

**Text books prescribed:**

Unit I & II	Pathummayude Aadu - Vaikam Muhammed Basheerr (D.C.Books, Kottayam, Kerala)
Unit III & IV	Ente Priyappeta Kadhakal – AkbarKakkattil)(D.C. Books, Kottayam, Kerala)
Unit V	Expansion of ideas, General Eassay and Translation. (A simple passagefrom English about 100 works to Malayalam)

**Reference Books:**

- 1.Malayala Novel Sahithya Charitram-K.M.Tharakan  
(N.B.S.Kottayam)
- 2.Cherukatha Innale Innu-M.Achuyuthan (D.C  
Books, Kottayam)
- 3.Sahithya Charitram Prasthanangalilude-  
Dr.K.M George,  
(D.C.Books Kottayam)
4. Malayala Sahithya vimarsam-Sukumar Azhee kode (D.C.books)

**BHARATHIAR UNIVERSITY**  
**COIMBATORE 641 046**  
PART-I, PAPER-I, FRENCH  
(COMMON FOR ALL U.G. COURSES)  
SYLLABUS - UNDER CBCS – AFFILIATED COLLEGES  
[with effect from 2014-2015]  
SEMESTER- I  
**PAPER I**

Prescribed text : **ALORS I**

Units : 1 – 5

Authors : Marcella Di Giura Jean-Claude Beacco

Available at: Goyal Publishers Pvt Ltd 86, University Block Jawahar Nagar  
(Kamla Nagar) New Delhi – 110007.

Tel : 011 – 23852986 / 9650597000

***Question Paper Pattern: Semester I***

(ALL QUESTIONS TO BE SET ONLY FROM THE PRESCRIBED TEXT)

Maximum Marks: 75 Time: 3 hrs.

**SECTION A (10)**

1. CHOISISSEZ LA MEILLEURE RÉPONSE: (10X1=10)

**SECTION B (20)**

1. TRADUISEZ LES TEXTES SUIVANTS EN ANGLAIS: (4/5) (4X5=20)

(Pg Nos : 26 ex-6, 44 ex-3, 56 ex-4, 74 ex-4, 80.)

**SECTION C (45)**

2. COMPRÉHENSION (8x1=8)

3. EXERCICES DE GRAMMAIRE: (5X5=25) (EITHER/OR)

4. FAITES DES PHRASES: (6/8) (6X1=6)

5. TRADUISEZ LES EXPRESSIONS EN ANGLAIS : (6/8)

(6X1=6)

# PART – II - ENGLISH

**BHARATHIAR UNIVERSITY – COIMBATORE**

**PART II – ENGLISH**

**Semester I**

**(For the students admitted from the academic year 2018-19 and onwards)**

Prescribed Text: **PEARL STRING**

Board of Editors

Publishers: Emerald publishers

**Unit I**

**Poetry**

1. The Solitary Reaper – William Wordsworth
2. Gift – Alice Walker
3. Ode to the Westwind – P.B.Shelly

**Unit II**

**Prose**

1. The Refugee – K.A.Abbas
2. The Lady or the Tiger – Frank R. Stockton
3. The Sky is the Limit – Kalpana Chawla

**Unit III**

**Short**

**Stories**

1. The Fortune Teller – Karel Capek
2. The Postmaster – Rabindranath Tagore
3. The Model Millionaire – Oscar Wilde

**Unit IV**

**One Act Plays**

1. The Death Trap – H.H.Munro
2. The Anniversary – Anton Chekov

**Unit V**

**Grammar and Composition**

1. Parts of Speech
2. Articles
3. Prepositions
4. Note Making
5. Jumbled Sentences
6. Welcome Address
7. Vote of Thanks



# PART – III- CORE

**BHARATHIAR UNIVERSITY**  
**COIMBATORE-641 046**

**B.B.A – C.A (Computer Applications)**

**(For the students admitted from the academic year 2019-2020 onwards)**

**SCHEME OF EXAMINATION - CBCS PATTERN**

**SEMESTER- I**

Course	<b>BBA/BBA(CA)/BBA(IB)/BBA(RM)</b>
Effective from	<b>2017-2018 onwards</b>
Semester	<b>I</b>
Subject	<b>CORE I: Principles Of Management</b>

**Course Objectives:** On successful completion of this course, the students should have understood

1. Basic management concepts and skills and the contemporary management thoughts.
2. Understand the planning and decision making concepts and its applications.
3. To throw light on the managerial functions of organizing and staffing.
4. Importance of Motivation, communication and Leadership through Directing.
5. Knowledge about controlling process and the concept of co-ordination.

**Course Outcomes:** On successful completion of the course the students will be able to

- Understand the Management concepts and Functional areas of Management in BusinessArena.
- Evaluate the conceptual framework of planning and decision-making in day today life.
- Understand the managerial functions of organizing and staffing to achieve the target of the organization.
- Analyze the theories of motivation, leadership and communication in a variety of circumstances and management practices in organizations.
- Evaluate the control process, to apply theoretical knowledge in simulated and real-lifettings.

## UNIT -I

Overview of Management: Definition –Nature and scope of management-Importance - skills of managers–Levelsof Management-Functional areas of management- Evolution of Management thought: Contribution of F.W.Taylor, Henri Fayol, Elton Mayo, Peter F. Drucker'sthoughtManagement: a science or an art?

## UNIT –II

**Planning:** Definition -Nature and purpose – Planning process – Importance of planning – typesof plan-Decision making - Definition -steps and types.

## UNIT -III

**Organizing:** Definition -Types of organization – Organizational structure –Span of control – use of staff units and committees. Delegation: Delegation and Centralization. Centralization and Decentralization – **Staffing:**Definition- Sources of recruitment – Selection-Definition - process Training-Definition-Types.

## UNIT - IV

**Directing:** Definition -Nature and purpose of Directing.- Principles – Motivation - Definition - Theories of Motivation (Maslow's, McGregor, ERG Theory, Herzberg two factor theory)– Leadership:Definition-Styles –Communication:Definition - Importance of Communication – Methods of Communication – Types – Barriers.

## UNIT - V

**Controlling:** Meaning and importance of controls – control process – Budgetary and non-Budgetary Control Techniques – Requisites of an effective control system – Relationship between planning and controlling – Need for co-ordination.

### Text book:

Business Management: Dr.C.B.Gupta

### REFERENCE BOOKS

Principles of Management – Daft, R. L., Cengage Learning.

Principles of Management – L.M. Prasad

Business Management – DinkarPagare

Essentials of Management – Koontz, H. &Wehrich, H.

**BHARATHIAR UNIVERSITY**  
**COIMBATORE-641 046**

**B.B.A – C.A (Computer Applications)**

**(For the students admitted from the academic year 2019-2020 onwards)**

**SCHEME OF EXAMINATION - CBCS PATTERN**

**SEMESTER- I**

Course	<b>BBA/BBA(CA)/BBA(IB)/BBA(RM)</b>
Effective from	<b>2017-2018 onwards</b>
Semester	<b>I</b>
Subject	<b>CORE II: Basics Of Business &amp; Business Environment</b>

**COURSE DESCRIPTION**

The Basics of Business & Business Environment course is an introduction to what a business is, how it operates, its interrelationship with environment and how it is managed.

**COURSE OBJECTIVES**

- 1) To outline how an entity operates in a business environment
- 2) To know the depth of the meaning conveyed by the word 'Business'
- 3) To appreciate the associated forms of business organizations
- 4) To analyze the affect of economic conditions and effects of government policy on businessperformance
- 5) To develop an appreciation for the associated services sector for the conducive growth ofbusinesses
- 6) To survey the sources of financing for businesses
- 7) To explain the legal framework that regulates the business and industry.

## **COURSE OUTCOMES**

Upon completion, the candidate is expected to

- Develop an understanding on the gamut of business activities
- Appreciate the intricacies in starting a business and knowing the suited business form
- Design a business model in order to analyze its sustainability
- Comprehend the environmental factors that are conducive /detrimental to the respective businesses
- Have a simple and basic comprehension of the international scenario with regard to borderless business world

**Unit 1:** Business Basics: Nature and Purpose of Business – Characteristics of Business – Comparison among Business, Profession and Employment – Various types of Industry – Compare Industry with commerce – Forms of business Organisation-Sole traders, partnership, Joint Hindu family firm - Joint Stock Companies - Cooperative Organisations - Public Utilities and Public Enterprises.

**Unit 2:** Business and Economic System – Capitalism, Socialism, Communism and mixed economy – Different sectors of the economy and Role of businesses in it – Different stakeholders of business firm – factors of production – Business model Meaning & example – Business Risks & their causes – Steps in Starting a Business – Entrepreneur.

**Unit 3:** Business Services – Goods & Services distinguished Banking, Insurance & Warehousing – Traditional Business to newer e-Business – Benefits of switching over to electronic mode – Cautions to be taken.

**Unit 4:** Business Environment: Concept, characteristics of environment. Environmental Analysis – Need & diagnosis, Business environment – potential competitors, Rivalry – External environment – Economic, political & legal environment, technological and socio cultural environment, International environment.

**Unit 5:** Liberalisation - Meaning - Privatization - Benefits & pitfalls - Globalization – Meaning & rationale for Globalization – Role of WTO & GATT – Trading blocks in Globalization – Impact of Globalization on India. – Business & Society - Social Responsibilities of business towards different groups.

**RECOMMENDED BOOKS:**

William A Pride, Robert J. Hughes, and Jack R. Kapoor, (ISBN-13: 9781285193946) Foundations of Business, (5th Edition) Cengage Learning Higher Education

Del, Global Business Foundation Skill Students  
Handbook Cambridge University Press ISBN-13: 978-8175967830

Nikita Sanghvi,  
Business Environment and Entrepreneurship  
CS-FOUNDATION Taxmann; 2015 ISBN-13: 978-9350716236

# PART – III- ALLIED – I

**BHARATHIAR UNIVERSITY**  
**COIMBATORE-641 046**

**B.B.A – C.A (Computer Applications)**  
**(For the students admitted from the academic year 2019-2020 onwards)**

**SCHEME OF EXAMINATION - CBCS PATTERN**

**SEMESTER- I**

Course	<b>BBA/BBA(CA)/BBA(IB)/BBA(RM)</b>
Effective from	<b>2017-2018 onwards</b>
Semester	<b>I</b>
Subject	<b>ALLIED I: Mathematics for Management –I</b>

**UNIT – I:** Matrices: Fundamental ideas about matrices and their operational rules – Matrix multiplication Inversion of square matrices of not more than 3rd order- solving system of simultaneous linear equations.

**UNIT-II**

Set theory – Introduction - Types of sets - set operation - Venn Diagrams - Mathematics of Finance - Simple and Compound Interest.(Simple problems only)

**UNIT-III**

Meaning and Definitions of Statistics - Scope and Limitations.Collections of data –primary data and secondary data - Presentation of data byDiagrammatic and Graphical Method - Formation ofFrequency Distribution.Measures of Central tendency - Arithmetic Mean, Median and Mode

**UNIT-IV**

Measures of Variation : Standard, Mean and Quartile deviations-Co efficient of variation. SimpleCorrelation - Karl Pearson's Co-efficient of correlation – Rank correlation - Regression lines.

**UNIT-V**



Analysis of Time Series: Methods of Measuring Trend - Index number – Unweighted and Weighted indices–Tests of index numbers-Consumers price and cost of living indices.

**Questions in theory and problems carry 20% and 80% marks respectively**  
**Problems need to be simple keeping students' non-mathematical background**

### **REFERENCE BOOKS**

- Navaneethan P. - Business Mathematics
- Sundaresan and Jayaseelan- An Introduction to Business Mathematics and Statistical Methods
- P.R. Vittal - Business Mathematics and Statistics
- Statistics - R.S.N. Pillai, Mrs. Bhagavathi
- Gupta S.P. - Statistical Methods

**Environmental Studies #**

# **BHARATHIAR UNIVERSITY**

**COIMBATORE-641 046**

**B.Sc. CS/IT/CT/SS/MM/CSA &BCA**

**(For the students admitted from the academic year 2011-2012 and onwards)**

**CBCS PATTERN**

**SYLLABUS**

## **UNIT –I**

Nature of Environmental Studies: Scope of importance- need for awareness Natural resources- Forest, Water, Mineral, Food, Energy and Land Role of an individual in conservation of natural resources Equitable uses of resources for sustainable lifestyles.

## **UNIT – II**

Ecosystems: Concept, Structure and function, Producers consumers & decomposers, energy flow in the ecosystem Ecological succession, Food chains Food webs and ecological pyramids Features of the ecosystem-Forest, Grassland, Desert and Aquatic

## **UNIT – III**

Biodiversity and its conservation: Genetic, Species and Ecosystem diversity Biographical classifications of India Value of Biodiversity, Biodiversity at global, national & local levels, Hot spots of biodiversity Threats to biodiversity, endangered and endemic species of India, Conservation of biodiversity.

## **UNIT – IV**

Environmental pollution-Definition, solid waste management Role of an individual in prevention of pollution Pollution case studies disaster management.

## **UNIT – V**

Social issues and the environment- sustainable development, Urban problems related to energy, water conservation, rainwater harvesting, watershed management Resettlement and rehabilitation of people. Environmental ethics; issues and solution- Climate change, global warming, ozone layer depletion, acid rain, nuclear accidents and holocaust, case studies, Consumerism and waste products .Environmental protection act, Air act, water act, wildlife protection act. Forest conservation act, issues, public awareness, Human population and the environment

## **TEXT BOOKS:**

**BOOK A:** Foundation course-B “Environmental Studies”, Published by publication

division, Bharathiar University, Coimbatore.

**BHARATHIAR UNIVERSITY**

**COIMBATORE-641 046**

**B.B.A – C.A (Computer Applications)**

**(For the students admitted from the academic year 2019-2020 onwards)**

**SCHEME OF EXAMINATION - CBCS PATTERN**

**SEMESTER- II**

	<b>SEMESTER –II</b>						
I	Language-II	6	3	25	75	100	4
II	English-II	6	3	25	75	100	4
III	Core III – Organisational Behaviour	5	3	20	55	75	3
III	Core IV – Economics for Executives	6	3	25	75	100	4
III	Allied Paper II : Mathematics for Management –II	5	3	25	75	100	4
IV	Value Education – Human Rights #	2	-	-	50	50	2
	Swachh Bharat – Summer internship *						

# **PART – I – LANGUAGE**

-----  
**BHARATHIAR UNIVERSITY, COIMBATORE-641 046.**  
**UNDER GRADUATE DEGREE PROGRAMMES ( CBCS Semester Pattern )**  
**(For the students admitted during the academic year 2017 -2018 onwards)**  
**பாடத்திட்டம் - இரண்டாம் பருவம் - பகுதி - I - தாள் - II**  
**(2017-2018ஆம் கல்வியாண்டு முதல் சேர்வோர்க்குரியது)**  
**(செய்யுள், உரைநடை, இலக்கிய வரலாறு, விண்ணப்பம் வரைதல்)**

**அலகு - I**

1.திருக்குறள் (மூன்று அதிகாரங்கள்)

அ.அன்புடைமை

27

ஆ.அறிவுடைமை

இ.பிரிவாற்றாமை

2.சிறுபஞ்சமூலம் - 11-20 பாடல்கள் (10 பாடல்கள்)

3.பழமொழி நானூறு - முயற்சி - முதல் 10 பாடல்கள்

**அலகு - II**

1. நந்திக் கலம்பகம்
2. திருப்பாவை, திருவெம்பாவை
3. சித்தர் பாடல்கள்

**அலகு - III - உரைநடைத் திரட்டு -NCBH, வெளியீடு.**

1. சங்கச் சான்றோர்களின் ஆளுமைப் பண்புகள் - பேரா.இரா.மோகன்
2. உருவ ஊன்று பாத்திரங்கள் - முனைவர் கா.மீனாட்சிசுந்தரம்
3. திருக்குறளும் தந்தை பெரியாரும் - பேரா.க.பஞ்சாங்கம்
4. இயற்கையும் மனிதனும் - முனைவர் க.சிவமணி
5. பாட்டு ஆட்டங்கள் - ஆறு.இராமநாதன்

**அலகு - IV**

1. வல்லினம் மிகும் இடம் - மிகா இடம்
2. வினா விடை வகைகள் - (அறுவகை வினா, எண்வகை விடை)
3. ஆகுபெயர் விளக்கம் - பயன்பாடு வகைகள் 10.

**அலகு - V - இலக்கிய வரலாறு பாடத்திட்டத்தைத் தழுவிவது.**

**SECOND SEMESTER – PAPER II**

(Modern Poetry, One Act Play, Translation & Letter Writing, Conversation)

1. MODERN POETRY : BHOOMIJA by NAGARJUN  
  
Publishers : Rajkamal Prakashan  
1B Nethaji Subash Marg, New  
Delhi.
2. ONE ACT PLAY : NAVEEN EKANKI SANGRAH  
By Dr. Smt. MALATI THIVARI  
SUMITHRA PRAKASHAN ASHOK  
NAGAR ALLAHABAD – 1.
3. TRANSLATION : HINDI-ENGLISH ONLY  
(ANUVADH ABYAS-III)  
Lessons – 1-15 only  
  
PUBLISHER : DAKSHIN BHARATH HINDI PRACHAR SABHA  
CHENNAI – 600 017.
4. LETTER WRITING : (Leave Letter, Job Application, Ordering Books, Letter  
to Publisher, Personal Letter)
5. CONVERSATION : (Doctor & Patient, Teacher & Student, Storekeeper & Buyer,  
Two Friends, Booking Clerk & Passenger at Railway Station,  
Autorickshaw driver and Passenger)  
Ref : Bolchal Ki Hindi Aur Sanchar by Dr. Madhu Dhavan  
Vani Prakashan, New Delhi.



## **Second Semester Paper II**

### **Prose: Non-Fiction**

This paper will have the following five units:

Unit I & II Autobiography

Unit III, IV & V Travelogue

#### **Text Books prescribed:**

Unit I & II

Vazhithiruvukal-Dr.A.P.J.Abdulkalam (D.C.Books, Kottayam)

Unit III,IV & V

Alkoottathil Thaniyae - M.T Vasudhevan Nair (D.C.Books, Kottayam)

#### **Reference books:**

1. Athmakathasahithyam Malayalathil-Dr.Vijayalam Jayakumar  
(N.B.S.Kottayam)
2. Sancharasahithyam Malayalathil –Prof.Ramesh chandran. V,(Kerala  
Bhasha Institute, Trivandrum)

## **SEMESTER II**

### **PAPER II**

Prescribed text : LATITUDES I  
Units : 5 – 8  
Authors : Régine Mérieux  
Yves Loiseau  
Available at : Goyal Publishers Pvt Ltd  
86, University Block  
Jawahar Nagar (Kamla Nagar)  
New Delhi – 110007  
Tel : 011 – 23852986 / 9650597000

#### **Question Paper Pattern**

##### **Semester II**

Maximum Marks: 75

Times: 3 hrs.

**(All questions to be set only from the prescribed text)**

##### **Section A (10)**

1. Choisissez la meilleure réponse: (10X1=10)

##### **Section B (25)**

2. Choisissez un des trois sujets et écrivez un texte d'environ 60 mots: (5X1=5)

3. Traduisez les textes suivants en anglais :( 4/5) (4X5=20)

##### **Section C (40)**

4. Compréhension (5x1=5)

5. Exercices de grammaire :(5X5=25) (either/or)

6. Remplissez le dialogue :( 5X1=5)

7. Associez :( 5X1=5)

# PART – II - ENGLISH

## **Part II** **English-Semester II**

Prescribed Text: SNOW FLAKES

Board of Editors

Publishers: Harrows Publications Jains Ashraya, Phase I FB, I Block, Vembuli Amman Kovil Street, Virugambakkam, Chennai-92.

### **Unit I Poetry**

1. Let Me not to the Marriage of true minds -  
Shakespeare
2. Stopping by woods on a Snowy Evening –Robert Frost
3. The Lotus –  
Toru Dutt

### **Unit II Prose**

1. My Greatest Olympic Prize – Jesse Owens
2. Early Influence - Dr.A.P.J.Abdul Kalam
3. On Keyhole Morals - A.G.Gardiner

### **Unit III**

#### **Short Stories**

1. The Selfish Giant – Oscar Wilde
2. Tree Speaks – C.Rajagopalachari
3. The Diamond Necklace - Guy De Maupassant

### **Unit IV Biography**

Abraham Lincoln – James Russel Lowell  
Indira Gandhi – Papul Jayakar

### **Unit V**

#### **Grammar & Composition**

1. Sentence Pattern
2. Kinds of Sentences
3. Voice
4. Reported Speech
5. Letter Writing ( Formal & Informal)
6. Writing Cover Letter & Resume Writing.

## PART – III- CORE

**BHARATHIAR UNIVERSITY**  
**COIMBATORE-641 046**

**B.B.A – C.A (Computer Applications)**

**(For the students admitted from the academic year 2019-2020 onwards)**

**SCHEME OF EXAMINATION - CBCS PATTERN**

**SEMESTER- II**

Course	<b>BBA/BBA(CA)/BBA(IB)/BBA(RM)</b>
Effective from	<b>2017-2018 onwards</b>
Semester	<b>II</b>
Subject	<b>CORE III: Organization Behavior</b>

**Course Objectives:** On successful completion of this course, the students should have understood

1. Organizational psychology & personality of people working there.
2. Understand about belief, values and human motivation, idea generation for problem solving and innovation.
3. Job satisfaction measurement, nourishing employee talent, scope and expansion in a job.
4. Importance of group, conflict identification and resolution.
5. General ideas of leadership, theories supporting leadership, problem solving, counseling for rectification.

**Course Outcomes:** On successful completion of the course the students will be able to:

- Analyze the individual and group behavior; and understand the implications of organizational behavior on the process of management
- Identify various theories of motivation from the past and evaluate motivational strategies used in a variety of organizational settings
- Enhance productivity of the organization by ensuring required job satisfaction and employee attitude.
- Understand the supervisory effects on performance and to train supervisors by understanding different supervision styles.
- Evaluate the appropriateness of various leadership styles and counseling methods

**UNIT – I :**Importance and scope of organizational psychology – Individual differences - Intelligence tests Measurement of intelligence - Personality tests - nature, types and uses.

**UNIT – II :**Perception - Factors affecting perception - Motivation - theories - financial and non-financial motivation - techniques of motivation - Transactional Analysis - Brain storming.

**UNIT – III :**Job satisfaction - meaning – factors, Morale - importance - Employee attitude and behavior and their significance to employee productivity - Job enrichment - job enlargement.

**UNIT – IV: Hawthorne** Experiment - importance - Group Dynamics – Cohesiveness. Conflict -Types of Conflict – Resolution of conflict - Sociometry - Group norms – supervision - style - Training for supervisors.

**UNIT – V:** Leadership - types - theories – Trait, Managerial Grid, Fiedler's contingency. Counseling - meaning - Importance of counselor - types of counseling - merits of counseling

**Text Book:**

L.M. Prasad - Organizational Behaviour

**REFERENCE BOOKS**

Keith Davis	- Human Behavior at Work
Ghos	- Industrial Psychology
Fred Luthans	-Organizational Behaviour
Boominathan B	- Organisational Behaviour

**BHARATHIAR UNIVERSITY**  
**COIMBATORE-641 046**

**B.B.A – C.A (Computer Applications)**

**(For the students admitted from the academic year 2019-2020 onwards)**

**SCHEME OF EXAMINATION - CBCS PATTERN**

**SEMESTER- II**

Course	<b>BBA/BBA(CA)/BBA(IB)/BBA(RM)</b>
Effective from	<b>2017-2018 onwards</b>
Semester	<b>II</b>
Subject	<b>CORE IV: Economics For Executive</b>

**Course Objectives:** On successful completion of this course, the students should have understood

1. The objectives of business firms, Demand analysis and Elasticity of demand.
2. To impart knowledge about the Factors of production and BEP Analysis
3. Familiarization about Types of competitions and price administration.
4. Introduction to various theories of wages, Interest and Profit.
5. To impart knowledge about Government and Business.

**Course Outcomes:** On successful completion of the course the students will be able to:

- Apply the objectives of business firms, demand analysis and elasticity of demand in daily life.
- Identify the effective use of factor of production and BEP Analysis.
- Understand the determination of the Price, Market structure and competition.
- Analyze various theories of wages, Interest and profit in Business field.
- Evaluate the performance of the Government sector in India.

**UNIT -I**

Objectives of business firms – Profit Maximization - Social responsibilities -  
Demand analysis -Law of Demand - Elasticity of demand.



## **UNIT - II**

Production function - Factors of production - Laws of diminishing returns and Law of variable proportions. Cost and Revenue Curves – Break-even-point (BEP) analysis.

## **UNIT – III**

Market structure and prices - Pricing under perfect Competition - Pricing under Monopoly - Price discrimination - Pricing under Monopolistic competition - Oligopoly.

## **UNIT – IV**

Pricing under factors of production; wages - Marginal productivity theory - Interest - Keynes's Liquidity Preference theory – Theories of Profit - Dynamic theory of Profit - Risk Theory - Uncertainty theory.

## **UNIT - V**

Government and Business - Performance of public enterprises in India - Price policy in public utilities, Public sector – Goals – Types and classification – Evolution and objectives of public sector in India.

### **Text Book:**

Sankaran - Business Economics

### **REFERENCE BOOKS:**

Markaretal - Business Economics

Sundaram K.P & Sundaram E - Business Economics

## PART – III- ALLIED – II

# **BHARATHIAR UNIVERSITY**

**COIMBATORE-641 046**

**B.B.A – C.A (Computer Applications)**

**(For the students admitted from the academic year 2019-2020 onwards)**

**SCHEME OF EXAMINATION - CBCS PATTERN**

**SEMESTER- II**

Course	<b>BBA/BBA(CA)/BBA(IB)/BBA(RM)</b>
Effective from	<b>2017-2018 onwards</b>
Semester	<b>II</b>
Subject	<b>ALLIED II: Mathematics for Management –II</b>

## **UNIT I:**

Introduction to Operations Research – Meaning – Scope – Applications - Limitations. Linear programming - Mathematical Formulation - Application in management decision making (Graphical method only)

## **UNIT II:**

Transportation problems: Introduction- Finding Initial Basic Feasible solutions- moving towards optimality (non degenerate only) – Maximization in transportation problem- Unbalanced transportation problem.

Assignment problem: Introduction –Hungarian Assignment method – Maximization in Assignment problem – Unbalanced Assignment problem.

## **UNIT III:**

Game theory: Concept of Pure and Mixed strategies – solving 2 x 2 matrices with and without saddle point. Graphical solution - m x 2 and 2 x n games.Solving games by Dominance Property.

#### **UNIT IV:**

CPM – Principles – Construction of network – Forward pass – Backward pass computations –Types of floats.

#### **UNIT V:**

PERT – Time scale analysis- Critical path- probability of completion of project.

Replacement models – Introduction- Replacement of items that deteriorates gradually (value of money does not change with time).

**Note: Theory and problem shall be distributed as 20% and 80% respectively.**

**Problems shall be simple so that non-maths students can also solve it.**

#### **REFERENCE BOOKS:**

KantiSwarup, P.K.Gupta and Man Mohan – Operations Research

P.R. Vittal - Operations Research

S.P.Gupta - Statistical methods.

Human Rights #

**BHARATHIAR UNIVERSITY : COIMBATORE 641 046.**

**Value Education – Human Rights**

**(2 hours per week)**

**(FOR THE UNDER GRADUATE STUDENTS OF AFFILIATED COLLEGES  
WITH EFFECT FROM 2008-2009)**

**UNIT – I: Concept of Human Values, Value Education Towards Personal Development**

Aim of education and value education; Evolution of value oriented education; Concept of Human values; types of values; Components of value education.

**Personal Development:**

Self analysis and introspection; sensitization towards gender equality, physically challenged, Intellectually challenged. Respect to - age, experience, maturity, family members, neighbours, Co-workers.

**Character Formation towards Positive Personality:**

Truthfulness, Constructivity, Sacrifice, Sincerity, Self Control, Altruism, Tolerance, Scientific Vision.

**UNIT – II: Value Education towards National and Global Development**

**National and International Values:**

Constitutional or national values - Democracy, socialism, secularism, equality, justice, liberty, freedom and fraternity.

Social Values - Pity and probity, self control, universal brotherhood

Professional Values - Knowledge thirst, sincerity in profession, regularity, punctuality and faith.

Religious Values - Tolerance, wisdom, character.

Aesthetic values - Love and appreciation of literature and fine arts and respect for the same.

National Integration and international understanding.

**UNIT – III : Impact of Global Development on Ethics and Values**

Conflict of cross-cultural influences, mass media, cross-border education, materialistic values, Professional challenges and compromise.

Modern Challenges of Adolescent Emotions and behavior; Sex and spirituality: Comparison and Competition; positive and negative thoughts.

Adolescent Emotions, arrogance, anger, sexual instability, selfishness, defiance.

**UNIT - IV: Therapeutic Measures**

Control of the mind through

- a. Simplified physical exercise
- b. Meditation – Objectives, types, effect on body, mind and soul
- c. Yoga – Objectives, Types, Asanas
- d. Activities:
  - (i) Moralization of Desires
  - (ii) Neutralization of Anger
  - (iii) Eradication of Worries
  - (iv) Benefits of Blessings

## **UNIT; V: Human Rights**

- 1. Concept of Human Rights – Indian and International Perspectives
  - a. Evolution of Human Rights
  - b. Definitions under Indian and International documents
- 2. Broad classification of Human Rights and Relevant Constitutional Provisions.
  - a. Right to Life, Liberty and Dignity
  - b. Right to Equality
  - c. Right against Exploitation
  - d. Cultural and Educational Rights
  - e. Economic Rights
  - f. Political Rights
  - g. Social Rights
- 3. Human Rights of Women and Children
  - a. Social Practice and Constitutional Safeguards
    - (i) Female Foeticide and Infanticide
    - (ii) Physical assault and harassment
    - (iii) Domestic violence
    - (iv) Conditions of Working Women
- 4. Institutions for Implementation
  - a. Human Rights Commission
  - b. Judiciary
- 5. Violations and Redressal
  - a. Violation by State
  - b. Violation by Individuals
  - c. Nuclear Weapons and terrorism
  - d. Safeguards.

**BHARATHIAR UNIVERSITY****COIMBATORE-641 046****B.B.A – C.A (Computer Applications)****(For the students admitted from the academic year 2019-2020 onwards)****SCHEME OF EXAMINATION - CBCS PATTERN****SEMESTER- III**

	<b>SEMESTER –III</b>						
III	Core V – Financial Accounting	5	3	25	75	100	4
III	Core VI – Production and Materials Management	5	3	25	75	100	4
III	Core VII – Marketing Management	5	3	25	75	100	4
III	Core VIII: PC Software (MS Office) - Practical	5	3	30	45	75	3
III	Allied Paper III– Business Law	5	3	25	75	100	4
IV	Skill based Subject -1 : Communication Skills I ^	3	3	30	45	75	3
IV	Tamil @ /Advanced Tamil # (or) Non-major elective-I : Yoga for Human Excellence # / Women's Rights # Constitution of India #	2	3	50		50	2



# PART – III- CORE

# **BHARATHIAR UNIVERSITY**

## **COIMBATORE-641 046**

**B.B.A – C.A (Computer Applications)**

**(For the students admitted from the academic year 2019-2020 onwards)**

### **SCHEME OF EXAMINATION - CBCS PATTERN**

#### **SEMESTER- III**

Course	<b>BBA/BBA(CA)/BBA(IB)/BBA(RM)</b>
Effective from	<b>2017-2018 onwards</b>
Semester	<b>III</b>
Subject	<b>CORE V: Financial Accounting</b>

**Goal:** To enable the students to acquire knowledge of Accounting principles and practice

**Objective:** On successful completion of this course, the students should have understood  
The basic accounting concepts

Double entry book keeping system and various books of accounts  
Preparation of final accounts, etc.

#### **UNIT - I**

Basic Accounting concepts - Kinds of Accounts. Double Entry Book Keeping – Rules of Double Entry System – Preparation of Journal and Ledger Accounts- problems - Subsidiary books - cash book – types of cash book - problems - purchase book - sales book - sales return and purchase return books.

#### **UNIT - II**

Trial balance - Errors – types of errors - Rectification of errors – problems - Bank reconciliation statement – problems.

#### **UNIT - III**

Manufacturing - Trading - Profit & Loss Account - Balance sheet. – Problems with simple adjustments.

#### **UNIT - IV**

Accounting for non-trading institutions-Income & Expenditure Account- Receipts and Payment Accounts and Balance sheet - Accounting for depreciation – methods of depreciation –problems (straight line method and written down value method only)

## **UNIT - V**

Preparation of accounts from incomplete records.

(Theory and problems may be in the ratio of 20% and 80% respectively)

### **REFERENCE BOOKS**

1. Grewal, T.S. : Double Entry Book Keeping
2. Jain and Narang : Advanced Accountancy
3. Shukla and Grewal : Advanced Accountancy
4. Gupta and Radhaswamy : Advanced Accountancy
5. Gupta R.L. : Advanced Accountancy

# **BHARATHIAR UNIVERSITY**

## **COIMBATORE-641 046**

**B.B.A – C.A (Computer Applications)**

**(For the students admitted from the academic year 2019-2020 onwards)**

**SCHEME OF EXAMINATION - CBCS PATTERN**

**SEMESTER- III**

Course	<b>BBA/BBA(CA)/BBA(IB)/BBA(RM)</b>
Effective from	<b>2017-2018 onwards</b>
Semester	<b>III</b>
Subject	<b>CORE VI: Production And Materials Management</b>

**Goal:** To enable the students to acquire knowledge of production processes and Materials Management

**Objective:** On successful completion of this course, the students should have understood Principles, functions and process of Production Management  
Effective management of materials

### **UNIT-I**

Production Management - Functions - Scope - Plant location - Factors - Site location - Plant layout - Principles - Process - Product layout. Production Planning and control - Principles - Meaning - Routing - Scheduling - Dispatching - Control.

### **UNIT-II**

Materials Handling - Importance - Principles - Criteria for selection of material handling equipments. Maintenance - Types - Breakdown - Preventive - Routine - Methods study - Time study - Motion study.

### **UNIT-III**

Organization of Materials Management - Fundamental Principles - Structure - Integrated materials management. Purchasing – procedure - principles - import substitution and import purchase procedure. Vendor rating - Vendor development.

### **UNIT-IV**

Function of Inventory - Importance - Tools - ABC, VED, FSN Analysis - EOQ - Reorder point - Safety Stock - Lead time Analysis. Store keeping - Objectives - Functions - Store keeper - Duties – Responsibilities, Location of store - Stores Ledger - Bin card.

## **UNIT-V**

Quality control - Types of Inspection - Centralized and Decentralized. TQM: Meaning - Objectives - elements – Benefits. Bench marking: Meaning - objectives – advantages. ISO: Features - Advantages - Procedure for obtaining ISO.

### **----- TEXT BOOKS:**

1. Banga and Sharma : Production Management
2. O.P. Khanna : Industrial Engineering and Management
3. M.V. Varma : Materials Management

**BHARATHIAR UNIVERSITY  
COIMBATORE-641 046**

**B.B.A – C.A (Computer Applications)**

**(For the students admitted from the academic year 2019-2020 onwards)**

**SCHEME OF EXAMINATION - CBCS PATTERN**

**SEMESTER- III**

Course	<b>BBA/BBA(CA)/BBA(IB)/BBA(RM)</b>
Effective from	<b>2017-2018 onwards</b>
Semester	<b>III</b>
Subject	<b>CORE VII: MARKETING MANAGEMENT</b>

**Goal:** To enable the students to acquire knowledge of principles of marketing management

**Objective:** On successful completion of this course, the students should have understood Principles of marketing management, market segmentation  
Product life cycle, pricing, branding,.....

**UNIT - I**

Definition of Marketing - Marketing Management- Marketing concept - meaning Importance of marketing in developing countries - Functions of Marketing - Marketing environment: various environmental factors affecting the marketing function.

**UNIT - II**

Buyer Behaviour - Buying motives. Market Segmentation - bases - Marketing strategy - Market Structure - Definition and types of channel - Channel selection & problems.

**UNIT - III**

The Product - Types -consumer goods-industrial goods. Product Life Cycle (PLC) - Product mix- modification & elimination - packing - Developing new Products- strategies.

**UNIT - IV**

Pricing: Meaning to Buyer & Seller - pricing policies – Objective factors influencing pricing decisions - Competitors action to price changes – multi product pricing. Physical distribution - Management of physical distribution - marketing risks.

## **UNIT - V**

Branding Decisions: Brand-Brand Image, Brand Identity-Brand Personality -Positioning and leveraging the brands-Brands Equity.

### **REFERENCE BOOKS:**

- |                      |                                    |
|----------------------|------------------------------------|
| 1. Philip Kotler     | - Marketing Management             |
| 2. Rajan Nair        | - Marketing Management             |
| 3. Cundiff and Still | - Fundamentals of modern marketing |
| 4. Nanda Kumar       | - Marketing Management             |

**BHARATHIAR UNIVERSITY  
COIMBATORE-641 046**

**B.B.A – C.A (Computer Applications)**

**(For the students admitted from the academic year 2019-2020 onwards)**

**SCHEME OF EXAMINATION - CBCS PATTERN**

**SEMESTER- III**

Course	<b>BBA/BBA(CA)/BBA(IB)/BBA(RM)</b>
Effective from	<b>2017-2018 onwards</b>
Semester	<b>III</b>
Subject	<b>CORE VIII: PC SOFTWARE (MS-OFFICE) – PRACTICAL</b>

**PC Software Suggested List of Practical Exercises :**

**QP for practical should have two exercises one necessarily from MS Word, and the other one from any of the three – MS Excel or MS Access or MS PowerPoint. On execution, examiners need to interact with the candidate individually to ensure the depth of the understanding in order to apply these concepts in their work-life.**

**MS Word:**

- 1) Type a simple two-page matter (A4 page 12 size font). Save your document in a specified location. (say, D:\BBA\MSOffice\docx). Save the same file with other name in different location using Save As dialogue box.
- 2) Design E-book cover pages / Magazine / books front/back page using cover page option in Insert Menu. You can assume your college or department in-house magazines.
- 3) Create Business Cards using Shapes, text, and colors. Assume your own company and simply try out a logo too for the same.
- 4) Use smart art and create organization charts with at least 3 levels and more realistic of an organization known to you.
- 5) Make books content page or index page (first line indent, hanging indent and the perfect use of ruler bar in Microsoft Word)
- 6) Insert Image into the shape. Type a title for the page and apply Styles to the same.
- 7) Type at least two page of A4 page in 12 size font. Select a sentence in the same and bring the same in the text box. Place the text box inside the text and wrap the main



text around the text box.

8) Write at least dozen mathematical/ statistical formulae known to you (Areas of a circle (A) =

---

where r is the radius of the circle) and key in the same in MS word.

9) Take a double column newspaper and design or create similar paragraph style in the word document.

10) Write 10 lines or 10 sentences and then change the font, style, color and size of each sentence. Make each one different than previous and next.

11) Type at least one A4 page with relevant matter to demonstrate superscript, subscript, special characters (such as temp °C, rupee symbol ` , Etc.,)

12) Type two pages of textual matter about your college (A4 page, 12 size font). You can use spell check, autocorrect, auto text features. Select the words 'college' in the typed passage and change them in to 'institution' by using Find & Replace option.

13) List any five friends and describe about them in a paragraph. Use Numbering and Bulleting to format this page.

14) Type out your bio-data with neat alignment and using tab setting. Also make a covering letter enclosing the same to a company of your choice.

15) Create a table in MS Excel with an address list containing Designation, Name of the Company, Address1, Place, PIN. Let it have ten addresses. Use this list for mail merges in a letter developed using MS Word. Save the merged letter in a different file.

### **MS-Excel:**

1) Enter your classmates name and register number in a workbook, and as like your class teacher add CIA test1 and 2 marks; add final model exam marks. Using various functions in Excel, take the best out of the former two and model exam mark after converting them for a max of 10. Make the total for each student which will be out of twenty.

2) ) As a student in charge of library books in your department, prepare a worksheet of books borrowed from library by your department.

3) Make a shopping list of at least dozen commodities. Based on the quantity and price of each unit, prepare an invoice for the whole basket using MS Excel worksheet.

4) 4) Enter the name, relationship and date of birth of your family members and relatives in a MS Excel worksheet. Calculate their age as of today and arrange them either in descending or ascending order. (ensure to have at least ten entries). Assuming their weight (kg) and height (cm), find out their BMI by using formula.

5) Prepare a list of 'Plus 2' classmates with their school marks out of 1200. Find the percentage. Count how many scored more than 60%. Also count the number of students secured between 50% and 60%.

6) Create a table of your friends with their mobile number and mail id. Also add their date of birth. Find out the number of days left to celebrate their birthday and arrange their names in this order. Create a pie chart indicating the number of birth days in each

month.

### **MS-Access:**

- 1) Create a database file, which will require you to create one table, one query, one form, and one report. Create the field names and their properties as you need them to store your specific data for your firm's customers. You will have at least ten customers with their information included in your customer table. Create a query that displays only the customers hailing from aresorted by name in ascending order.
- 2) Create an Access database named Student\_Records.accdb. Assume the required data. Open the Students table in datasheet view and enter the new students either by navigating to the emptyfield or using the 'New record' button.
- 3) Create a form to enter inventory related data of a supermarket. Make hypothetical data entryof about 25 inventory items and generate stock report at the end of the day.
- 4)Create an Address Database of the companies in your area. Design a form to enter new datainto the database.
- 5) Create a database of cinema songs directory, which will have Movie Name, Lyricist, MusicDirector, Year of Release and first few words of the song as its fields.
- 6) Create a database w2ith a table. The various field types such as text, date, numerical andlogical should find a place in it. Also feed it with relevant data using a data capture form.

### **MS-PowerPoint:**

- 1) Create at least ten slides for a new product launch campaign. Assuming that your company with an umbrella brand launches a new product for a specific niche market segment.
- 2) Have a PowerPoint presentation for a seminar which you are handling for your classmates.
- 3) Prepare slides with various features such as charts from Excel, clip arts from hard disc, and animated themes to demonstrate your expertise in using various features included in MS PowerPoint.
- 4) Prepare slides to argue out your stand on –Are girls more intelligent than boys?II
- 5) Prepare slides to explain your position on –Indian Villages: Strengths and WeaknessII
- 6) Why Android is the most popular mobile operating system in the world? Prepare a PowerPoint show to validate your point of view.

PART – III- ALLIED – III

**BHARATHIAR UNIVERSITY  
COIMBATORE-641 046**

**B.B.A – C.A (Computer Applications)**

**(For the students admitted from the academic year 2019-2020 onwards)**

**SCHEME OF EXAMINATION - CBCS PATTERN**

**SEMESTER- III**

Course	<b>BBA/BBA(CA)/BBA(IB)/BBA(RM)</b>
Effective from	<b>2017-2018 onwards</b>
Semester	<b>III</b>
Subject	<b>ALLIED III: BUSINESS LAW</b>

**Goal:** To enable the students to acquire knowledge of legal aspects of business

**Objective:** On successful completion of this course, the students should have understood Law of contract, Law of sale of goods  
Law of Agency, Negotiable Instruments Act,....

**UNIT - I LAW OF CONTRACT**

Contracts - Essentials of Contract - Agreements - Void - voidable and illegal contracts - Express and implied Contracts - Executed and Executory Contracts - Absolute and contingent contracts - Offer - Legal rules as to offer as to offer and lapse of offer - Acceptance - and rules as to acceptance - to create legal relation - Capacity of parties to create contract .

**UNIT - II**

Consideration - Legal rules as to Consideration - Stranger to a Contract and exceptions - Contract without consideration - Consent - Coercion - undue influence – misrepresentation - fraud - mistake of law and mistake of fact. Legality of Object - Unlawful and illegal agreements - Effects of illegality - Wagering Agreements.

**UNIT - III**

Agreement opposed to public policy - Agreements in Restraint of trade - Exceptions – void agreements - Restitution - Quasi-contracts - Discharge of contract - Breach of contract -

Remedies for breach of Contract. Formation of contract of sale - Sale and agreement to sell – Hire purchase agreement - Sale and bailment.

#### **UNIT – IV**

Capacity to buy and sell - Subject matter of contract of sale - Effect of destruction of goods - Documents of title to goods - conditions and warranties - Rules of Caveat - Emptor - Exceptions- Transfer of property - Goods sent on approval - FOB, CIF, FOR and Ex-ship contracts of sale -Sale by non - owners - right of lien - termination of lien - right of resale - right of stoppage in transit - Unpaid Vendor's rights.

#### **UNIT - V**

Creation of agency - Classification of agents - relations of principal and agent - delegation of authority - relation of principal with third parties - personal liability of agent - Termination of agency.

#### **REFERENCE**

1. N.D. Kapoor - Elements of Mercantile Law
2. Shukla M.C. - A Manual of Mercantile Law
3. Venkatesan - Hand Book of Mercantile Law
4. Pandia R. H. - Mercantile Law
5. K.P. Kandasami - Banking Law & Practice

# **SKILL BASED SUBJECT -1**

**BHARATHIAR UNIVERSITY  
COIMBATORE-641 046**

**B.B.A – C.A (Computer Applications)**

**(For the students admitted from the academic year 2019-2020 onwards)**

**SCHEME OF EXAMINATION - CBCS PATTERN**

**SEMESTER- III**

Course	<b>BBA/BBA(CA)/BBA(IB)/BBA(RM)</b>
Effective from	<b>2017-2018 onwards</b>
Semester	<b>III</b>
Subject	<b>SKILL BASED SUBJECT I: COMMUNICATION SKILLS I</b>

**COMMUNICATION SKILLS - I**

**– Listening and Speaking Skills**

**Listening –**

- Write an essay on the ART OF LISTENING in your own words;
- List the qualities for a good listener;
- Illustrate the difference between hearing and listening; Enumerate the types of listeners;
- List and comprehend the common barriers to the Listening Process;
- Identify measures to improve your listening and list them (Practice too);
- Listening exercises – Listen from movie clips, news items, (with sub-titles), Business News Channels such as Bloomberg, UTV, CNN IBN, India Today, NDTV 24x7, NDTV Profit, News9, NewsX, Times Now...
- Listen to inspiring speeches by great personalities;
- Listen to audios with accompanying \*.pdf files from BBC's Learning English.  
<http://www.bbc.co.uk/worldservice/learningenglish/language/uptodate>)
- Learn English via Listening using YouTube videos  
(<https://www.youtube.com/watch?v=P1axyuVU57c>)
- Listening exercises need to accompany suitable tests to judge the depth of understanding the issue involved.

**Speaking –**

- Write an essay on the ART OF SPEAKING in your own words;
- Appreciate the importance of vocabulary and build the same;
- Use Oxford – 3000 key words in different sentences (OUP.com);
- Read a passage from the newspaper and compare with that of the news broadcast from TV;
- Make a presentation to the class on a topic of your choice for ten minutes and

handle Q&A. Listen to the SDRN the toughest question that was asked;

- Role play and simulated games with more speaking; Anecdotes and Stories; Conversational practice (situations): 1. At the college, 2. At the post office, 3. At the railway reservation counter, 4. At cinema hall;
- Vary your volume, watch your tone and record your voice for replay in the preferred group (uses smart mobile phones for practice);
- Record your speech and present to classmates; do the same presentation without recording – now list the uses of non-verbal communicative cues.



**BASIC TAMIL #**

**பாரதியார் பல்கலைக்கழகம் : கோயமுத்தூர்**  
**பகுதி - IV : தமிழ்த் தாள் - 1 - குன்றாம் பதவம்**  
**வினாக்களை 2012-13 கல்வி ஆண்டு முதல் சேர்வோர்க்குரியது**  
**(12-ம் வகுப்பு வரை தமிழ் மொழிப்பாடம் பரிணாதவர்களுக்கு)**  
**அக மதிப்பீட்டுத் தேர்வு மட்டும் - பல்கலைக்கழக எழுத்துத் தேர்வுகள் கிடையாது**

1. தமிழ் மொழியின் அடிப்படைக் கூறுகள்.  
 எழுத்துகள் : முதலெழுத்துகள் (உயிர் எழுத்து, மெய் எழுத்து, உயிர்மெய் எழுத்து)  
 சொற்கள் : வகைகள் (பெயர்ச்சொல், வினைச்சொல், திடைச்சொல், உரிச்சொல்)  
 தொடர் : தொடரையடிப்பு (எடுவாய், செயப்படுபொருள், பயனிலை)
2. குறிப்பு எழுத்துகள் : புத்துப் பதினைந்து தொடர்களில் குறிப்பு வரைதல்  
 பிழைதீக்கி எழுத்துகள் : ஒற்றுப்பிழை, எழுத்துப்பிழை

**2012-2013 கல்வியாண்டு முதல் பரில்பனர்களுக்குப் பின்வரும் வினாத்தாள்**  
**அமைப்பு பின்பற்றப்பட வேண்டும்.**

	<b>அக மதிப்பீட்டுத் தேர்வு மதிப்பெண்</b> <b>வழங்கும் குறை</b>	<b>மதிப்பெண்கள்</b>
1.	வகுப்புத் தேர்வு-1	10
2.	வகுப்புத் தேர்வு-2	10
3.	மாதிரித் தேர்வு	10
4.	பயிற்சிக் கட்டுரை	10
5.	வாய்மொழித் தேர்வு	10
	<b>மொத்த மதிப்பெண்கள்</b>	<b>50</b>

**குறிப்பு : வாய்மொழித் தேர்வில் தமிழ்ச் செம்மொழி வரலாறு தொடர்பான வினாக்கள் மட்டுமே கேட்கப்பட வேண்டும்.**

**ADVANCE TAMIL #**

**பாரதிபாரி பல்கலைக்கழகம் : கோயமுத்தூர்****பகுதி - IV: சிறப்புத் தமிழ் தான் - 1****முன்றாம் பகுதி****வினாக்களை 2012-13 கல்வி ஆண்டு முதல் தேர்வோர்க்குரியது  
(12-ம் வகுப்பு கனர தமிழ் பொழிப்பாடம் பரிந்துரைக்கும்)**

- கூறு - 1 : பாரதிபாரி கவிதைகள்  
கண்ணன் என் தேவகன்  
பாரதிதாசன் - அழகின் சிந்தை (குருவாறு)  
மீரா (கவிஞர்) - குக்கை (புதுக்கவிதை)
- கூறு - 2 : பொழித் திறன்  
பிழைத்திவி எழுத்து - நன ர வேறுபாடு அறிதல்  
என, முன, லன வேறுபாடு அறிதல்  
ன, ன, ந வேறுபாடு அறிதல்  
குறில் நெடில் வேறுபாடு அறிதல்
- கூறு - 3 : கடிதங்கள் எழுத்து - பாராட்டுக் கடிதம், நன்றிக்கடிதம்  
அனுப்பிக்கடிதம், அனுவக விண்ணப்பம்.
- கூறு - 4 : சொற்களைத் தந்து தொடர்களை அளவக்கும் பரிந்து அறிதல்  
வல்லினம் பிழை திடங்கள்.
- கூறு - 5 : பாடத்தொடர்பை வரலாறு.

**2012-2013 கல்விபாண்டு முதல் பரிந்துரைக்கும் பின்புறம் வினாத்தாள்  
அமைப்பு பின்பற்றப்பட வேண்டும்.**

Maximum 50 Marks – where-ever applicable			
Section A	Multiple choice questions with four options	10*1=10	10 questions – 2 each from every unit
Section B	Short answer questions of either / or type (like 1.a (or) b)	5*3=15	5 questions – 1 each from every unit
Section C	Essay-type questions of either / or type (like 1.a (or) b)	5*5=25	5 questions – 1 each from every unit
NOTE: In Section "C" one of the questions shall be application oriented or a problem or a case study.			

# **NON-MAJOR ELECTIVE – I**

**BHARATHIAR UNIVERSITY**  
**COIMBATORE-641 046**  
**(For the students admitted from the academic year 2015-2016 onwards)**  
**SCHEME OF EXAMINATION - CBCS PATTERN**  
**SEMESTER IV: NON MAJOR ELECTIVE: CONSTITUTION OF INDIA**

**UNIT I**

**Making of Constitution - Constituent Assembly - Dr.Rajendra Prasath -  
Dr.B.R.Ambedkar - Salient features - Fundamental Rights.**

**UNIT II**

**Union Executive - President of India - Vice-President - Prime Minister -  
Cabinet - Functions**

**UNIT III**

**Union Legislature - Rajiya Sabha - Lok Sabha - Functions and Powers**

**UNIT IV**

**Union Judiciary - Supreme Court - Functions - Rule of law**

**UNIT V**

**State - Executive - Legislature - Judiciary**

**Books for Reference:**

- 1. Agharwal.R.C. - National Moment and Constitutional Development - New Delhi, 1977**
- 2. Chapra B.R., Constitution of India, New Delhi, 1970**
- 3. Rao B.V., Modern Indian Constitution, Hyderabad, 1975.**
- 4. Nani Palkhivala - Constitution of India, New Delhi, 1970**
- 5. Krishna Iyer, V.R., Law and Justice, New Delhi, 2009**

**BHARATHIAR UNIVERSITY**

**COIMBATORE-641 046**

**B.B.A – C.A (Computer Applications)**

**(For the students admitted from the academic year 2019-2020 onwards)**

**SCHEME OF EXAMINATION - CBCS PATTERN**

**SEMESTER- IV**

	<b>SEMESTER –IV</b>						
III	Core IX – Human Resource Management	5	3	25	75	100	4
III	Core X – Financial Management	5	3	25	75	100	4
III	Core XI: Financial Accounting Package -Tally (Practical only)	5	3	30	45	75	3
III	Core XII – Management Information System	5	3	25	75	100	4
III	Allied Paper IV– Taxation Law and Practice	5	3	25	75	100	4
IV	Skill based Subject -2 : Communication Skills II ^	3	3	30	45	75	3
IV	Tamil @ / Advanced Tamil # (or) Non-major elective -II : General Awareness #	2	3	50		50	2

# PART – III- CORE



**BHARATHIAR UNIVERSITY**  
**COIMBATORE-641 046**

**B.B.A – C.A (Computer Applications)**

(For the students admitted from the academic year 2019-2020 onwards)

**SCHEME OF EXAMINATION - CBCS PATTERN**

**SEMESTER- IV**

Course	<b>BBA/BBA(CA)/BBA(IB)/BBA(RM)</b>
Effective from	<b>2017-2018 onwards</b>
Semester	<b>IV</b>
Subject	<b>CORE IX: Human Resource Management</b>

**Goal:** To enable the students to acquire knowledge of Human Resource Management

**Objective:** On successful completion of this course, the students should have understood Functions of HR/Personnel Department

Manpower planning, performance appraisal,...

Salary administration, Labour Welfare, Industrial Relations,...

**UNIT - I**

Human Resource Management - meaning, nature, scope and objective – Functions of HRM - The Role & status of HR manager - Organisation of HR department – Strategic HRM

**UNIT - II**

Human Resource Planning – Job Analysis – Importance & benefits - Job analysis process- – Job description – Role analysis - Job specification -

**UNIT - III**

Recruitment and Selection - Factors affecting Recruitments, Sources of Recruitment – Alternative to Recruitment – Definition and Importance of Selection, Stages involved in Selection Process – Types of Selection Tests and Types of Interviews

**UNIT - IV**

Meaning and benefits of Induction, Content of an Induction Program – Training and Development.– Performance appraisal - Job evaluation and merit rating - Promotion - Transfer and demotion

**UNIT - V**

Career Planning & Development – Stages in Career Planning – Internal and External Mobility of Employees — Meaning and Sources of Employee Grievance – Grievance Handling Systems – Meaning & Process of Collective Bargaining – Indiscipline, Settlement Machinery of Industrial Conflicts.

**REFERENCE BOOKS:**

1. Rao, S. (2014). - Essentials of Human Resource Management & Industrial Management: Text & Cases. New Delhi: Himalaya Publication.
2. VSP. Rao - Human Resource Management
3. B.Nandhakumar - Industrial Relations Labour Welfare and Labour Laws -Vijay Nicole Imprints
4. Basak, S. P.(2012)-Human Resource Management: Text & Cases. New Delhi: Pearson

# **BHARATHIAR UNIVERSITY**

**COIMBATORE-641 046**

**B.B.A – C.A (Computer Applications)**

**(For the students admitted from the academic year 2019-2020 onwards)**

**SCHEME OF EXAMINATION - CBCS PATTERN**

**SEMESTER- IV**

Course	<b>BBA/BBA(CA)/BBA(IB)/BBA(RM)</b>
Effective from	<b>2017-2018 onwards</b>
Semester	<b>IV</b>
Subject	<b>CORE X: Financial Management</b>

**Goal:** To enable the students to acquire knowledge of Financial Management

**Objective:** On successful completion of this course, the students should have understood Finance Functions, Cost of capital, Capital structure,...  
Capital Budgeting, Working capital management,...

## **UNIT - I (Theory only)**

Finance Functions: Meaning - Definition and scope of finance functions - Objectives of Financial management - profit maximization and wealth maximisation. Sources of Finance - Short term - Bank sources – Long term - Shares - debentures, preferred stock -debt.

## **UNIT - II (Theory only)**

Financing Decision: Cost of Capital - Cost of Specific Sources of capital - Equity - preferred stock debt - reserves - weighted average cost of capital, Operating Leverage and Financial Leverage.

## **UNIT - III (Theory only)**

Capital Structure - Factors influencing capital structure – optimal capital structure - Dividend and Dividend policy: Meaning, classification - sources available for dividends -Dividend policy general, determinants of dividend policy.

## **UNIT - IV (Theory only)**

Working capital management: Working capital management - concepts - importance - Determinants of Working capital. Cash Management: Motives for holding cash - Objectives and Strategies of cash management. Receivables Management: Objectives -Credit policies.

**UNIT - V (Problems only)**

Budgeting and preparation of various budgets (Problems in purchase, sales, production, cash and flexible budgets). Capital budgeting-meaning-objectives-preparation of various types capital budgeting.

(Theory carries 80% Marks, Problems carry 20% Marks)

**REFERENCE BOOKS**

1. P.V. Kulkarni        - Financial Management
2. Khan and Jain       - Financial Management - A Conceptual Approach
3. I. M. Pandey        - Financial Management
4. S.N. Maheswari     - Management Accounting

# **BHARATHIAR UNIVERSITY**

## **COIMBATORE-641 046**

### **B.B.A – C.A (Computer Applications)**

**(For the students admitted from the academic year 2019-2020 onwards)**

#### **SCHEME OF EXAMINATION - CBCS PATTERN**

##### **SEMESTER- IV**

Course	<b>BBA/BBA(CA)/BBA(IB)/BBA(RM)</b>
Effective from	<b>2017-2018 onwards</b>
Semester	<b>IV</b>
Subject	<b>CORE XI: Financial Accounting Package – Tally</b>

Following is the broad guideline to take financial accounting task digitally using the licensed software. Utmost care need to be given with proper examples and with sufficient hypothetical entries. Question paper need to be designed for practical examination and to be sent to colleges. At the end of this practical course the learner is expected to have operational skills in doing financial accounting tasks using computer – creation, updating and reporting related tasks.

1. Create a new company – name and other relevant details and configure the company
2. Journalizing
3. Posting into ledger (with and without predefined groups)
4. Configuring, creating, displaying, altering and cancellation of Vouchers
5. Trail balance
6. Final accounts- trading account- profit and loss account and balance sheet
7. Final accounts with adjustments
8. Rectification off error
9. Show the cash, bank and other subsidiary books of the company.
10. Show the Day Book.
11. Integrate stock and inventory details (stock groups/ categories/measurement units)
12. Stock summary
13. Bank reconciliation statement
14. Enable VAT in Tally and VAT Computation & other statutory compliance capabilities
15. Integrate pay-roll system

16. Create a new company – name and other relevant details and configure the company
17. Journalizing
18. Posting into ledger (with and without predefined groups)
19. Configuring, creating, displaying, altering and cancellation of Vouchers
20. Trail balance
21. Final accounts- trading account- profit and loss account and balance sheet
22. Final accounts with adjustments
23. Rectification off error
24. Show the cash, bank and other subsidiary books of the company.
25. Show the Day Book.
26. Integrate stock and inventory details (stock groups/ categories/measurement units)
27. Stock summary
28. Bank reconciliation statement
29. Enable VAT in Tally and VAT Computation & other statutory compliance capabilities
30. Integrate pay-roll system

**Note:**

A detailed question paper (containing detailed problems) based on the above guidelines should be prepared and distributed for the purpose of examination.

Model questions (only two questions appended as a sample); Practical question paper need to set question papers bases on the above exercises with hypothetical and real-life figures.

- 1) Create a Company as —Vasavi Industries Ltd. in Tally with inventory management. Pass the following Entries :-
  - (i) Siva started –Vasavi Industries Ltd. by bringing Capital Rs.3,00,000/- Cash.
  - (ii) He deposited Rs.1,00,000/- cash at ICICI bank.
  - (iii) He paid electricity bill for Rs.1,200/- by cash.
  - (iv) He withdrawn Rs.10,000/- cash for his personal use.
  - (v) He purchased the following item from Computer Lab. Ltd. on credit with 4% Vat rate.
    - (a) Computer - 10 Nos. - @20000/- each
  - (vi) He sold the following item to Somnath Traders in cash with 4% Vat rate. (a)  
Computer - 5 Nos. - @27500/- each
  - (vii) He received Rs.6,000/- as commission from Rohit by cash.

# **BHARATHIAR UNIVERSITY**

**COIMBATORE-641 046**

**B.B.A – C.A (Computer Applications)**

**(For the students admitted from the academic year 2019-2020 onwards)**

**SCHEME OF EXAMINATION - CBCS PATTERN**

**SEMESTER- IV**

Course	<b>BBA/BBA(CA)/ BBA(RM)</b>
Effective from	<b>2017-2018 onwards</b>
Semester	<b>IV</b>
Subject	<b>CORE XII: MANAGEMENT INFORMATION SYSTEM</b>

**Goal:** To enable the students to acquire knowledge of MIS

**Objective:** On successful completion of this course, the students should have understood  
Computer based information system  
MIS support for the functions of management

## **UNIT I**

Introduction to Information Systems - definition - features - steps in implementation of MIS -  
Need for information-information system for decision making- MIS as competitiveadvantages –  
MIS structures.

## **UNIT II**

MIS - Strategic information system - MIS support for planning - organising - controlling  
- MIS for specific functions - personnel, finance, marketing, inventory and production.Data Base  
Management System Models - hierarchical -network – relational.

## **UNIT III**

Computer Hardware - Description of electronic computers – CPU operations - Classification of  
computers - main - mini - workstations - micro computers - Super computers - personal  
computers. Computer Software - types of software - data representation in computers.  
Introduction to client-server.

## **UNIT IV**

Input devices - mouse - touch screens - MICR - OCR - keyboard - pen based Input - digital  
scanners - voice input devices - sensors. Output devices - impact printers - non- impact printers -  
video display terminals - plotters - voice output devices. Secondary storage devices - magnetic

disk, floppy, magnetic tape, optical disk storage – CD-ROM.

## **UNIT V**

Telecommunication revolution - Introduction to Email, internet, intranet and teleconferencing, www architecture, Introduction to E-Commerce - models B\_B and B\_C. EDI - EDI applications in business. Electronic payment cash, smart cards, and credit cards.

## **REFERENCES**

Management Information System - Murdick and Ross

Management Information System- A contemporary perspective - Kenneth Laudon & Jane Laudon

Management Information System - Gordon B Davis

Management Information System - James O'Brien

Computer applications in business - Subramanian K



## PART – III- ALLIED – IV

**BHARATHIAR UNIVERSITY  
COIMBATORE-641 046**

**B.B.A – C.A (Computer Applications)**

**(For the students admitted from the academic year 2019-2020 onwards)**

**SCHEME OF EXAMINATION - CBCS PATTERN**

**SEMESTER- IV**

Course	<b>BBA/BBA(CA)/BBA(IB)/BBA(RM)</b>
Effective from	<b>2017-2018 onwards</b>
Semester	<b>III</b>
Subject	<b>ALLIED IV: TAXATION LAW AND PRACTICE</b>

Goal: To enable the students to acquire knowledge of principles of Taxation

Objective: On successful completion of this course, the students should have understood Principles of Direct and Indirect Taxes - Calculation of Tax, Tax Authorities, Procedures

**UNIT – I**

Direct Taxes at a Glance: Basic concepts of Income Tax — General Principles of Taxation, Distinction between direct and Indirect taxes — Important definitions under Income Tax Act, 1961– Residential Status & Basis of Charge – Income exempted from income tax – Heads of income.

**UNIT – II**

Computation of income under salary and house property. (Problems to be included).

**UNIT – III**

Computation of income under profits and gains of business - profession (problems be included).-- Income tax Authorities – duties and their powers.

**UNIT – IV**

Indirect taxes – Goods and Service Tax – Concept of Indirect Taxes at a glance: Background; Constitutional powers of taxation; Indirect taxes in India – An overview; Pre-GST tax structure and deficiencies; Administration of Indirect Taxation in India; Existing tax structure — Basics of Goods and Services Tax \_GST\_: Basics concept and overview of GST; Constitutional Framework of GST; GST Model – CGST / IGST / SGST / UTGST

## **UNIT – V**

Basic concepts of Time and Value of Taxable Supply; Basics concept of Place of Taxable Supply — Input Tax Credit & Computation of GST Liability- Overview — Procedural Compliance under GST: Registration; Tax Invoice, Debit & Credit Note, Account and Record, Electronic way Bill; Return, Payment of Tax, Refund Procedures; Audit — Basic overview on Integrated Goods and Service Tax (IGST) — GST Council – Guiding principle of the GST Council – Functions of the GST Council.

Note: Theory and problems shall be distributed at 60% & 40% respectively.

### **BOOKS RECOMMENDED**

V S Datey– Indirect Taxes - Law and Practice (Taxmann's)

Dr Girish Ahuja and Dr Ravi Gupta – Practical Approach to Direct & Indirect Taxes  
Dr Girish Ahuja and Dr Ravi Gupta – Systematic Approach to Taxation

S.R Myneni – Principles of Taxation & Tax Law

Part 1 Bhagavathi Prasad - Income Tax Law &

Practice Dingare Pagare - Business Taxation

Balasubramanian - Business Taxation

# **SKILL BASED SUBJECT –II**

**BHARATHIAR UNIVERSITY  
COIMBATORE-641 046**

**B.B.A – C.A (Computer Applications)**

**(For the students admitted from the academic year 2019-2020 onwards)**

**SCHEME OF EXAMINATION - CBCS PATTERN**

**SEMESTER- IV**

Course	<b>BBA/BBA(CA)/BBA(IB)/BBA(RM)</b>
Effective from	<b>2017-2018 onwards</b>
Semester	<b>IV</b>
Subject	<b>SKILL BASED SUBJECT II: COMMUNICATION SKILLS II</b>

**COMMUNICATION SKILLS - II – Reading and Writing Skills**

Vocabulary building: Explain Abstract words - Words often to confuse – Abbreviations - Idioms and Phrasal Verbs - One word substitution -Business terms - Flash card method - Procure any two insurance policies (photocopies) and paste them in the SDRN and underline the new words you have added to your vocabulary.

Reading: Newspaper reading on daily basis – Practice louder reading and other members in listening mode – Purpose of Reading; Types of Reading; Techniques for Effective Reading – Book review (at least two per semester) Allow students to select a novel or autobiography or self-improvement or short stories book; and make them to prepare a journal in the SDRN for the reading exercises of these books.

Application Writing – Difference between resume and curriculum vitae, styles and layouts of a resume – Contents of Good Resume – Guidelines for Writing Resume – Different Types of Resumes designing covering letter – Reason for a Cover Letter to Apply for a Job-Format of Cover Letter; Different Types of Cover Letters

Practice business letter writing by understanding the layout of letters business enquiries – quotations – purchase orders placements – letters of complaints – collection letters.

Collection of financial statements of any one organization for two consecutive years and prepare comparative statements. Also list out its assets and Liabilities.

Industry Review Project: Take an industry and a few firms operating in your area. Make an introduction to the industry and list the profile of the companies in that industry. Also give a comparative analysis by giving the market share, annual growth rate, etc.

Form filling: Railway ticket booking with specimen of reservation/cancellation slip – Banking transaction slips sample specimen copy collect and paste (forms for account opening, pay-in- slips, purchase of DDs, RTGS/NEFTs) – share application form of a limited Company – documents used in Import and Export trade/Commercial / income tax departments of Government Draft a complaint to District Consumer Forum on the deficiency of service which you have consumed – Success stories of Entrepreneurs in the region – List out unethical aspects of Advertising which you have come across recently

List the environmental issues of an industry of your choice operating in your region

Visit a few e-com websites and note down the appealing features and negative impressions in the SDRN.

**BASIC TAMIL #**

**பாரதியாரர் பல்கலைக்கழகம் : கோயமுத்தூர்**  
**பகுதி - IV : தமிழ்த் தான் - 2 - நான்காம் பருவம்**  
**தினக்கலை 2012-13 கல்வி ஆண்டு முதல் சேர்வோர்க்குரியது**  
**(12-ம் வகுப்பு வரை தமிழ் மொழிப்பாடம் பரிலாதவர்களுக்கு)**  
**அக மதிப்பீட்டுத் தேர்வு மட்டும் - பல்கலைக்கழக எழுத்துத் தேர்வுகள் கிடையாது**

- நீதி நூல்கள் : ஆத்திச்சூடி (முதல் 12) ("அறம் செய விடும்பு", முதல் "ஒளவியம் பேசேல்" வரை .  
 கொன்றை வேந்தன் - "அன்னையும் பிதாவும் முன்னறி தெய்வம்" முதல் எண்ணும் எழுத்தும் கண்ணெனத்தரும்" வரை (7)  
 திருக்குறள் (5) 1. அகர முதல் ... (1)  
 2. செயற்கரிய ... (26)  
 3. மனத்துக் கண் ... (34)  
 4. கற்க கசடறக் ... (391)  
 5. எப்பொருள் யார் யார் ... (423)  
 எளிய நீதிக் கதைகள் - (தெனாலிராமன் கதைகள், பீர்பால் கதைகள், கிராமியக் கதைகள், ஈசாப் கதைகள் )
- தமிழ் நிலக்கியங்கள் : வரலாறு - குறிப்பு - அறிமுகம்  
 எடுத்துக்காட்டு : குறள் பற்றி எளிய தொடர்களில் அறிமுகம்  
 தமிழகம் - உணவுமுறை, விழாக்கள், கலைகள் பற்றியக் குறிப்புகள்.

**2012-2013 கல்வியாண்டு முதல் பரிலாபவர்களுக்குப் பின்வரும் வினாத்தாள் அமையுபு பின்பற்றப்பட வேண்டும்.**

	<b>அக மதிப்பீட்டுத் தேர்வு மதிப்பெண்</b> <b>வழங்கும் குறை</b>	<b>மதிப்பெண்கள்</b>
1.	வகுப்புத் தேர்வு-1	10
2.	வகுப்புத் தேர்வு-2	10
3.	யாதிரித் தேர்வு	10
4.	பயிற்சிக் கட்டுரை	10
5.	வாய்மொழித் தேர்வு	10
	<b>மொத்த மதிப்பெண்கள்</b>	<b>50</b>

**குறிப்பு : வாய்மொழித் தேர்வில் தமிழ்ச் செம்மொழி வரலாறு தொடர்பான வினாக்கள் மட்டுமே கேட்கப்பட வேண்டும்.**



**ADVANCE TAMIL #**

**பாரதியார் பல்கலைக்கழகம் : கோயமுத்தூர்**

**பகுதி - IV : சிறப்புத் தமிழ் தாள் - 2**

**நான்காம் பருவம்**

**கிணர்கலை 2012-13 கல்வி ஆண்டு முதல் சேர்வோர்க்குரியது  
(12-ம் வகுப்பு வரை தமிழ் மொழிப்பாடம் பயின்றவர்களுக்கு)**

- கூறு - 1 திருக்குறள் - ஒழிபியலில் முதல் 5 அதிகாரங்கள் மட்டும்
- கூறு - 2 உரைநடை : (கட்டுரை)  
(கிணைநூல்களின் ஒளிமயமான எதிர்காலத்திற்கு  
கு. வெ. பாலசுப்பிரமணியம், அனூராதா என்னென்றீஸ்  
கும்பகோணம். தொலைபேசி : 04366-262237, 263237
- கூறு - 3 எழுத்துப்பிழை நீக்க வழிகள் - பிழையும் திருத்தமும்  
சொற்களைச் சரியாகப் பயன்படுத்தும் பங்கு - வினைச் சொற்கள்  
துணை வினைகள் (எழுத்துகாட்டுகளுடன் விளக்குதல்).
- கூறு - 4 வழக்கறிதல் : யாபு வழக்கு - கியல்பு வழக்கு - தகுதி வழக்கு அறிதல்
- கூறு - 5 படைப்பாற்றல் பயிற்சி  
கட்டுரைகள் எழுதுதல்

**2012-2013 கல்வியாண்டு முதல் பவில்பவர்களுக்கு பின்வரும் வினாத்தாள்  
அமைப்பு பின்பற்றப்பட வேண்டும்.**

Maximum 50 Marks – wherever applicable			
Section A	Multiple choice questions with four options	10*1=10	10 questions – 2 each from every unit
Section B	Short answer questions of either / or type (like 1.a (or) b)	5*3=15	5 questions – 1 each from every unit
Section C	Essay-type questions of either / or type (like 1.a (or) b)	5*5=25	5 questions – 1 each from every unit
NOTE: In Section "C" one of the questions shall be application oriented or a problem or a case study.			

# **NON-MAJOR ELECTIVE – II**

**BHARATHIAR UNIVERSITY**  
**COIMBATORE-641 046**  
**(For the students admitted from the academic year 2015-2016 onwards)**  
**SCHEME OF EXAMINATION - CBCS PATTERN**  
**SEMESTER IV: NON MAJOR ELECTIVE: GENERAL AWARENESS**

1. Verbal Aptitude
2. Numerical Aptitude
3. Abstract Reasoning
4. Tamil and Other Literature
5. General Science and Technology and Education
6. Computer
7. Economics and Commerce
8. Social Studies
9. Sports
10. Current Affairs

**BHARATHIAR UNIVERSITY**

**COIMBATORE-641 046**

**B.B.A – C.A (Computer Applications)**

**(For the students admitted from the academic year 2019-2020 onwards)**

**SCHEME OF EXAMINATION - CBCS PATTERN**

**SEMESTER- V**

	<b>SEMESTER –V</b>						
III	Core XIII – Cost & Management Accounting	6	3	25	75	100	4
III	Core XIV – Research Methods for Management	5	3	25	75	100	4
III	Core XV– Business Correspondence	5	3	25	75	100	4
III	Core XVI – Internet and Web Page Design (Theory)	3	3	10	40	50	2
III	Core XVII – Internet Web Page Design Programming Laboratory ( Practical)	3	3	20	30	50	2
III	Skill Enhancer: Institutional Training ^	-	-	10	40	50	2
III	Elective –I :	5	3	25	75	100	4
IV	Skill based Subject -3 : Campus to Corporate ^	3	3	30	45	75	3

## PART – III- CORE

# **BHARATHIAR UNIVERSITY**

## **COIMBATORE-641 046**

**B.B.A – C.A (Computer Applications)**

**(For the students admitted from the academic year 2019-2020 onwards)**

**SCHEME OF EXAMINATION - CBCS PATTERN**

**SEMESTER- V**

Course	<b>BBA/BBA(CA)/BBA(IB)/BBA(RM)</b>
Effective from	<b>2017-2018 onwards</b>
Semester	<b>V</b>
Subject	<b>CORE XIII: Cost and Management Accounting</b>

**Goal:** To enable the students to acquire knowledge of Accounting for managerial decisions

**Objective:** On successful completion of this course, the students should have understood Cost sheet, Material issues, Labour cost...  
Financial statement analysis, Budgeting,...

### **UNIT I (Theory questions only)**

Meaning-definition-scope-objectives-function-merits and demerits of Cost and Management Accounting-distinction between cost, management and financial accounting  
-Elements of cost-cost concepts and costs classification.

### **UNIT II (Problems and theory questions)**

Preparation of cost sheet-stores control- ECQ-maximum, minimum, reordering levels-pricing of materials issues-FIFO,LIFO,AVERAGE COST, STANDARD PRICE- methods - labour cost-remuneration and incentives.

### **UNIT III (Problems only)**

Financial statement Analysis - preparation of comparative and common size statements - analysis and interpretation. Ratio analysis - classification of ratios-liquidity, profitability, solvency – inter firm comparison.

### **UNIT IV (Problems only)**

Fund flow analysis-cash flow analysis (problems only)

### **UNIT V (Problems and theory questions)**

Standard costing-variance analysis-material and labour variances Marginal Costing-cost volume profit analysis.

**(Theory carries 20 marks and problems carry 80 marks)**

### **REFERENCE BOOKS:**

1. Jain and Narang - Costing

2. Nigam and Sharma - Cost accounting
3. RK Sharna& K. Gupta - Management Accounting
4. S.N.Maheswari - Management Accounting



# **BHARATHIAR UNIVERSITY**

## **COIMBATORE-641 046**

**B.B.A – C.A (Computer Applications)**

**(For the students admitted from the academic year 2019-2020 onwards)**

### **SCHEME OF EXAMINATION - CBCS PATTERN**

#### **SEMESTER- V**

Course	<b>BBA/BBA(CA)/BBA(IB)/BBA(RM)</b>
Effective from	<b>2017-2018 onwards</b>
Semester	<b>V</b>
Subject	<b>Core XIV – Research Methods for Management</b>

**Goal:** To enable the students to acquire knowledge of Research

**Objective:** On successful completion of this course, the students should have understood

- Research methods and sampling techniques
- Analysis and interpretation of data, Application of research

#### **UNIT -I**

Research - Definition - Importance - Advantages and Limitations. The research process - problem identification - Design of research - Types of Design - Sampling process and selection - sample types - Sample size and sampling errors.

#### **UNIT -II**

Data Collection - methods - tools - Questionnaire – Interview Schedule - Kinds of Data - Attitude measurement of scaling technique - Editing, Coding, Tabulation.

#### **UNIT -III**

Statistical Data Analysis - Hypothesis - its sources - formulation and testing of Hypothesis - Z test, T test - Chi-square test (Simple Problems Only)

#### **UNIT -IV**

Interpretation and report writing - steps in writing reports - layout of report, types, and principles of report writing - Graphical representation of results.

#### **UNIT -V**

Application of research: Product research - Price research - Motivation research - Promotion research – Distribution research - Sales control research - Media research.

#### **TEXT BOOKS:**

1. C.R. Kothari : Research Methodology.

**REFERENCE BOOKS:**

1. Boyd and Westfall : Marketing Research
2. Gown M.C. : Marketing Research
3. Green Paul and Tall : Marketing Research

# BHARATHIAR UNIVERSITY

## COIMBATORE-641 046

**B.B.A – C.A (Computer Applications)**

**(For the students admitted from the academic year 2019-2020 onwards)**

### SCHEME OF EXAMINATION - CBCS PATTERN

#### SEMESTER- V

Course	<b>BBA/BBA(CA)</b>
Effective from	<b>2017-2018 onwards</b>
Semester	<b>V</b>
Subject	<b>Core XV– Business Correspondence</b>

#### **Course Objective:**

The student will compose, produce, and present effective business documents appropriate to meet industry standards; apply critical evaluation techniques to business documents; and demonstrate the importance of coherent, ethical communication principles in business and industry.

#### **The various learning outcomes are:**

1. Review and refine communications skills.
2. Learn and apply effective written communication techniques.
3. Determine and use proper psychological approach in writing situations.
4. Complete employment communications.
5. Explore the world of work.

#### **Unit – I**

**Individual Communication:** Resume preparation – general and job-specific; cover letter preparing; soft-copy forms with neat formatting; Scanning and placing of photo;

**Modern e-forms of Communication:** Fax – E-mail – Video Conferencing – Websites and their uses in business – language for email letters – social media communications (blogs & twitter—posting tweets, face-book, LinkedIn Groups (platform specific best practices)

#### **Unit – II**

**Trade Letters:** Letters of Inquiry – placement of orders – Delivery and its status – Letters of Complaints, Claims – Adjustments – Credit and Status Enquiry – Collection letter

**Inter-office correspondence** – Memorandum – Office orders – circulars; Report writing for Business purposes

#### **Unit – III**

**Report writing:** Meaning – Need – Formatting the report elements such as title, abstract, summary, introduction, body, conclusion, recommendations, references and appendices – Types of report – Features of a well-written report.

**Effective writing:** Business Vocabulary -- Bringing learners up to date with the language they need for business today, provides practice in using the new language, and also reflects recent developments in technology and business practice. Review basic grammar, punctuation, capitalization, number usage.

## **Unit – IV**

**Correspondence of a Company Secretary:** Secretary Notice, Agenda and Minutes—types—contents—guidelines—Minutes of statutory meeting—Board meeting—Annual General Meeting —Alteration of minutes—Minutes of Joint consultative meeting – Correspondence with Directors and Shareholders.

**Internal communications strategy:** company newsletters – circulars – Appreciation memos – reprimanding strictures – Empowering employees – employee engagement.

## **Unit – V**

**General Correspondence:** Letters under Right to Information (RTI) Act – General complaints and petitions for public utilities – Letters to the editor of newspapers – Other general aspects related to practical letter writing

Note [Teachers must provide the students with theoretical constructs wherever necessary in order to create awareness. However students should not be tested on the theory. They should, instead, be tested by giving situations in order to write the appropriate letter by comprehending the given situation]

### **Reference Books**

- Ashley, A – A Handbook of Commercial Correspondence, Oxford University Press (1992).
- Brian M. H. Robinson, Vidya S. Netrakanti & Dr. Hari V. Shintre. Communicative Competence in Business English. Orient Longman, 2007.
- K. K. Ramachandran, K. K. Lakshmi, K. K. Karthick & M. Krishna kumar. Business Communication. Macmillan, 2007

# **BHARATHIAR UNIVERSITY**

## **COIMBATORE-641 046**

**B.B.A – C.A (Computer Applications)**

**(For the students admitted from the academic year 2019-2020 onwards)**

### **SCHEME OF EXAMINATION - CBCS PATTERN**

#### **SEMESTER- V**

Course	<b>BBA(CA)</b>
Effective from	<b>2017-2018 onwards</b>
Semester	<b>V</b>
Subject	<b>Core XVI – Internet and Web Page Design (Theory)</b>

#### **UNIT – I**

Internet basics – Internet Address – Domain names – Browsers – search Engine – Connecting to the internet – installing and configuring a modem – creating a connection profile – changing the default connection.

#### **UNIT – II**

Working with E-Mail – running an email program – sending , reading , replying deleting and exiting mail – sending files via email - attaching a signature – managing an address book.

#### **UNIT – III**

Introduction to HTML - information file creation – web server – web client / browser - HTML – commands – title – footer – paragraph breaks – line breaks – headin style – spacing – centering – Font size and color.

#### **UNIT – IV**

List – Types of list – Adding graphics to HTML document – Using width, height , alignment and alternative attributes – tables – header rows – data rows – caption tags – cell spacing - BG color – rows span – cplspan attributes – Links – internal and external document reference – Images as hyper links.

#### **UNIT – V**

Introduction to DHTML - cascading style sheets – color and backround attributes – text attributes – border attributes – marginal related attributes – list attributes – class – external style sheet.

1. (Unit 1,2)-Internet competeMaureen Adams, Sherry Bonelli  
BPB Publications – 1998.

2. (Unit 3, 4,5)-Web enabled commercial application development using HTML,DHTML , Java Script , Perl CGI. Ivan Bayross, BPB Publications – 2000.



**BHARATHIAR UNIVERSITY**  
**COIMBATORE-641 046**

**B.B.A – C.A (Computer Applications)**

**(For the students admitted from the academic year 2019-2020 onwards)**

**SCHEME OF EXAMINATION - CBCS PATTERN**

**SEMESTER- V**

Course	<b>BBA(CA)</b>
Effective from	<b>2017-2018 onwards</b>
Semester	<b>V</b>
Subject	<b>Core XVII – Internet Web Page Design Programming Laboratory ( Practical)</b>

**List of Programs**

- 1 Install a modem in your system.
  - 2 Connect internet using an account in you system.
  - 3 Search a particular topic in using internet search engines.
  - 4 Create a new mail id using any available service providers.
  - 5 Send an email to another person's email id.
  - 6 Send an email to more than one users at the same time.
  - 7 Send an email to a person with an attachment.
  - 8 Send a greeting to a person using internet.
  - 9 Develop a HTML page to check username and password.
  - 10 Develop a HTML page to add and remove item from list box.
  - 11 Develop a HTML page to link other web page.
  - 12 Develop a HTML page to scroll text from left to right.
  - 13 Develop a HTML page to display an advertisement.
  - 14 Develop a static HTML page for a college information.
  - 15 Develop a HTML page to input information to create a mail id.
  - 16 Develop a HTML page to conduct auction.
- The following programs based on database.**
- 17 Develop a HTML page to input student information.
  - 18 Develop a HTML page to display student results for a given roll number.
  - 19 Develop a DHTML page to sale a product to users.
  - 20 Develop a DHTML page to display product information for a given product id.

# **ELECTIVE PAPERS**



# **BHARATHIAR UNIVERSITY**

## **COIMBATORE-641 046**

**B.B.A – C.A (Computer Applications)**

**(For the students admitted from the academic year 2019-2020 onwards)**

### **SCHEME OF EXAMINATION - CBCS PATTERN**

#### **SEMESTER- V**

Course	<b>BBA/BBA(CA)</b>
Effective from	<b>2017-2018 onwards</b>
Semester	<b>V</b>
Subject	<b>Elective I A: INSURANCE PRINCIPLES AND PRACTICE</b>

**Goal:** To enable the students to acquire knowledge of Insurance Business

**Objective:** On successful completion of this course, the students should have understood Principles of Insurance

Life Insurance and General Insurance business in India

#### **UNIT-I**

Defining Risk and Uncertainty - Classification of risk - Management of risk – loss minimization techniques. Insurance - Meaning, nature and significance of Insurance, Insurance market, principles of insurance; Evaluation insurance business in India; Insurance Regulatory Development Authority (IRDA) – Recent Developments in the Insurance sector.

#### **UNIT-II**

**Life Insurance** - Law relating to life Insurance; General Principles of Life Insurance Contract - different products offered by life insurers- Premiums and bonuses - Assignment, Nomination and Surrender of policy - Policy claims; ULIPs; Postal Life Insurance; LIC - Role and functions.

#### **UNIT-III**

**General Insurance** - Law relating to general insurance; different types of general insurance; general insurance Vs life insurance; Proposal form- Cover notes – Endorsement – Co- insurance. Underwriting policy; Role of Actuary; Renewal procedure;

Claims – Surveyors and loss assessors. **Reinsurance** - Function of General Insurance Corporation of India.

#### **UNIT-IV**

**Fire insurance** - various types of fire policy ; coverages; subrogation; double insurance; contribution; proximate cause; claims of recovery.

**Marine Insurance** - Law relating to marine insurance; scope and nature; types of policy; insurable interest; disclosure and representation; insured perils; proximity cause; voyage; warranties; measurement; subrogation; contribution; under insurance.

#### **UNIT-V**

**Miscellaneous Coverages - Motor Insurance** - Liability only policy - Package policy. Nature, terms and conditions of **Health Insurance** - Personal Accident insurance - Burglary insurance - Legal Liability insurance- Engineering insurance - Rural insurances - Micro insurance.

#### **TEXT BOOK**

M.N.Mishra : Insurance Principles and Practices

#### **Reference Books**

- Kothari & Bahl : Principles and Practices of Insurance
- Karam Pal, B.S. Bodla & M.C. Garg: Insurance Management – Principles and Practices
- Davis. W. Gregg : Life and Health insurance handbook
- John Magee & David Bickelhaup: General Insurance  
Insurance Institute of India – Study Materials IC 01, 02 & 11.

# **BHARATHIAR UNIVERSITY**

## **COIMBATORE-641 046**

**B.B.A – C.A (Computer Applications)**

**(For the students admitted from the academic year 2019-2020 onwards)**

**SCHEME OF EXAMINATION - CBCS PATTERN**

**SEMESTER- V**

Course	<b>BBA/BBA(CA)</b>
Effective from	<b>2017-2018 onwards</b>
Semester	<b>V</b>
Subject	<b>Elective I B: MODERN OFFICE MANAGEMENT</b>

### **Unit –I**

#### **Office Management and organization**

Basic concepts of office – Importance – Functions – size of the office – office management – relations with other departments – scientific office management – officemanager - principles of office organization – types / systems of organization – charts – centralization Vs. decentralization.

### **Unit- II**

#### **Office Environment & Communication**

Office location – characteristics / Qualities of office building – Environment – Physical – hazards in office safety – security – secrecy – communication – meaning – essential features – classification – barriers to communication.

### **Unit –III**

#### **Office correspondence & Record management**

Centralized Vs Departmental correspondence – departmental typing and typing pools – classification of records – principles of record keeping – filing – methods.

### **Unit –IV**

#### **Office systems & Procedures**

Systems – procedure – Advantages – Characteristics of sound office system & procedures – work simplification – principles – kinds of reports.

## **Unit –V**

### **Office Personnel relations**

Personnel management – definitions – functions –office committees- employee morale –productivity – Employee welfare – grievances – work measurement – control of office work.

#### **Reference Books:**

1. Modern office management – Dr. I.M.SAHAI –SathiyaBhawan Agra
2. Office organization And Management – S.P Arora – Vikas publishing House Pvt Ltd.

# **BHARATHIAR UNIVERSITY**

## **COIMBATORE-641 046**

**B.B.A – C.A (Computer Applications)**

**(For the students admitted from the academic year 2019-2020 onwards)**

### **SCHEME OF EXAMINATION - CBCS PATTERN**

#### **SEMESTER- V**

Course	<b>For BBA/BBA(CA)/BBA(IB)/BBA(RM)</b>
Effective from	<b>2017-2018 onwards</b>
Semester	<b>V</b>
Subject	<b>Elective I C: INTELLECTUAL PROPERTY RIGHTS</b>

#### **Objectives:**

On Successful Completion Of This Course, The Students Should Have Understood

- The Nature And Types Of Intellectual Property
- Patents, Trademarks, Copy Rights.

#### **Unit: I OVERVIEW OF INTELLECTUAL PROPERTY**

Introduction and the need for intellectual property right – IPR in India – Genesis and Development IPR in abroad Some important examples of IPR – Different Classifications – Important Principles Of IP Management – Commercialization of Intellectual Property Rights by Licensing – Intellectual Property Rights in the Cyber World.

#### **Unit: II PATENTS :**

Introduction – Classification –Importance – Types Of Patent Applications In India – PatentableInvention – Inventions Not Patentable.

#### **Unit :III TRADE MARKS**

Introduction – Fundamentals – Concept – Purpose – Functions – Characteristics – GuidelinesFor Registration of Trade Mark – Kinds of TM – Protection – Non Registrable

Trademarks Industrial Designs – Need for Protection of Industrial Designs – Procedure for obtaining Design Protection.

#### **Unit :IV COPY RIGHT**

Introduction to Copyright – Conceptual Basis – Copy Right And Related Rights – Author & Ownership of Copyright - Rights Conferred By Copy Right- Registration – Transfer – Infringement – Copyright pertaining to Software/Internet and other Digital media.

#### **Unit:V Geographical Indications and Plant Varieties & Farmers Rights:**

GEOGRAPHICAL INDICATIONS: Concept of Appellations of Origin, Indication of Source and Geographical Indication – What is a geographical indication? How is a geographical indication protected? Why protect geographical indications? Classical examples and its casestudy

NEW PLANT VARIETIES: Protection of Plant Varieties and Farmers' Rights, Authority and Registry – Why protect new varieties of plants? How can new plants be protected? What protection does the breeder get? How long do the breeder's rights last? How extensive is plantvariety protection?

#### **Text Book:**

INTELLECTUAL PROPERTY RIGHTS Text and Cases

DR.R. Radhakrishnan, DR.S.Balasubramanian

#### **Reference Books:**

INTELLECTUAL PROPERTY PATENTS, TRADE MARKS,

AND COPY

RIGHTS - Richard Stim

# **BHARATHIAR UNIVERSITY**

## **COIMBATORE-641 046**

**B.B.A – C.A (Computer Applications)**

**(For the students admitted from the academic year 2019-2020 onwards)**

### **SCHEME OF EXAMINATION - CBCS PATTERN**

#### **SEMESTER- V**

Course	<b>For BBA(CA)</b>
Effective from	<b>2017-2018 onwards</b>
Semester	<b>V</b>
Subject	<b>Elective I D: INTRODUCTION TO ERP</b>

**Aims:** The course shall provide an overview of Enterprise Resource Planning (ERP) software systems and their role within an organization. It shall also introduce key concepts integrated information systems and shall explain why such systems are valuable to businesses. It shall illustrate how fragmented information systems fail to support business decision and how integrated information systems shall help a company prosper by providing business managers with accurate, consistent, and current data

#### **UNIT I**

**ERP AND TECHNOLOGY:** Introduction to ERP Systems – Related Technologies – Origin and Need for an ERP System – Benefits of an ERP System – Reasons for the Growth of ERP Market – Business Intelligence – E-Commerce and E-Business – Business Process Reengineering – Data Warehousing – Data Mining – On-line Analytical Processing (OLAP) – Product life Cycle management – SCM – CRM

#### **UNIT II**

**ERP IMPLEMENTATION:** ERP Transition Strategies – Implementation Challenges – Strategies – Life Cycle – Pre-implementation Tasks – Requirements Definition – Methodologies – Package selection – Project Teams – Process Definitions – Vendors and Consultants – Data Migration – Project management & Monitoring – Post Implementation Activities – Implementation-Success and Failure Factors

#### **UNIT III**

**ERP IN ACTION & BUSINESS MODULES:** Operation and Maintenance – Performance – Maximizing the ERP System – Business Modules – Finance – Manufacturing – Human Capital Management – Plant maintenance – Materials Management – Quality management – Marketing – Sales, Distribution and

service.**UNIT IV**

**ERP MARKET:** Marketplace – Market Snapshot—Dynamics – SAP AG – Oracle – PeopleSoft – JD Edwards – QAD Inc – System Software Associates (SSA) Global – Lawson Software – Epicor..

**UNIT V**

**ERP Applications:** Enterprise Application Integration – ERP and E-Business – ERP II – Total quality management – Future Directions – Trends in ERP -- Next generation ERP –Justifying ERP Investments

**TEXT BOOKS:**

1. Mary Sumner, -Enterprise Resource PlanningII, Pearson Education, 2007.
2. Alexis Leon, —ERP DEMYSTIFIEDII, Tata McGraw Hill, Second Edition, 2008.
3. Alexis Leon, —Enterprise Resource Planning", Tata McGraw-Hill, 2008.

**REFERENCES:**

1. Jim Mazzullo,II SAP R/3 for EveryoneII, Pearson,2007.
2. Daniel E. O'Leary, -Enterprise Resource Planning SystemsII, Cambridge University Press



# **SKILL BASED SUBJECT –III**

**BHARATHIAR UNIVERSITY  
COIMBATORE-641 046**

**B.B.A – C.A (Computer Applications)**

**(For the students admitted from the academic year 2019-2020 onwards)**

**SCHEME OF EXAMINATION - CBCS PATTERN**

**SEMESTER- IV**

Course	<b>BBA/BBA(CA)/BBA(IB)/BBA(RM)</b>
Effective from	<b>2017-2018 onwards</b>
Semester	<b>IV</b>
Subject	<b>SKILL BASED SUBJECT III: CAMPUS TO CORPORATE</b>

To train the learners for smooth transition from their campus to corporate for employment...

Etiquette Elaborated: Corporate etiquette -Workplace etiquette-Business etiquette-Email etiquette-Telephone and meeting etiquette. (Theory blended learning with notes and hints in the SDRNs) – Video clippings to watch and noting down the critical aspects pertaining to etiquettes.

Attire Aspects: Paste your own photograph in formal and informal dress – Dressing sense and grooming skills – Cut and paste various photographs from ad pictures to distinguish dressing for different occasions.

E-communication: Students are expected to have an email id and work with groups, make mail attachments, join professional groups in social networks; download and upload files using virtual memory – E-mail Etiquette – Overcoming Problems in E-mail Communication – Use of Electronic Devices in Modern Communication such as Fax, e-mail, chat using skype – work with social networking sites such as linkedin, facebook, orkut, tumblr, twitter – narrate them in the SDRN with clippings as evidence.

Aptitude Appetizer: Quantitative vs verbal aptitude — practice – shortcut routes – workouts from previous year / batch tests – familiarize the various types of problems from quantitative & non-verbal reasoning areas in competitive exams for employment and/or higher studies

Attitude Building: The importance of building positive attitude. Read from the examples of great people of your choice and write in your SDRN. Identify and enumerate ways to nurture your positive attitude.

**BHARATHIAR UNIVERSITY**

**COIMBATORE-641 046**

**B.B.A – C.A (Computer Applications)**

**(For the students admitted from the academic year 2019-2020 onwards)**

**SCHEME OF EXAMINATION - CBCS PATTERN**

**SEMESTER- VI**

	<b>SEMESTER –VI</b>						
III	Core XVIII –Entrepreneurship & Small Business Management	6	3	25	75	100	4
III	Core XIX –RDBMS & Oracle Programming	3	3	10	40	50	2
III	Core XX –RDBMS & Oracle Programming - Practical	3	3	20	30	50	2
III	Core XXI – Services Marketing	5	3	25	75	100	4
III	Elective –II :	5	3	25	75	100	4
III	Elective –III :	5	3	25	75	100	4
IV	Skill based Subject -4 : Soft Skills for Business ^	3	3	30	45	75	3
V	Extension Activities @	-	-	50	-	50	2

# PART – III- CORE

# **BHARATHIAR UNIVERSITY**

## **COIMBATORE-641 046**

**B.B.A – C.A (Computer Applications)**

**(For the students admitted from the academic year 2019-2020 onwards)**

**SCHEME OF EXAMINATION - CBCS PATTERN**

**SEMESTER- VI**

Course	<b>BBA/BBA(CA)/BBA(IB)/BBA(RM)</b>
Effective from	<b>2017-2018 onwards</b>
Semester	<b>VI</b>
Subject	<b>Core XVIII –Entrepreneurship &amp; Small Business Management</b>

Learning Outcomes – Upon successful completion of this course, you will be able to: Analyze the entrepreneurial process through which business ideas are evaluated;  
Identify the characteristics of successful entrepreneurs;  
Identify and describe strategies for supporting entrepreneurship; distinguish between business ideas and opportunities;  
Explain how to write a formalized business plan, and perform this task;  
Explain how to write a marketing plan, and perform this task;  
Identify and describe team-building dynamics.

### **UNIT I**

Meaning of Entrepreneurship – characteristics, functions and types of entrepreneurship – Entrepreneurial Motivation – Need for Achievement Theory – Risk-taking Behaviour – Innovation and Entrepreneur – Role of entrepreneurship in economic development

### **UNIT II**

Factors affecting entrepreneur growth - economic – non-economic. Entrepreneurship development programmes – need – objectives – course contents - phases - evaluation. Institutional support to entrepreneurs.

### **UNIT III**

Introduction to Small Business: Evolution & Development– Meaning – concepts – categories – characteristics of small business – role, importance and responsibilities of small business. Business Ideas – Sources and incubating; Technical Assistance for small business – Preparation of Feasibility Reports, Legal Formalities and Documentation.

### **UNIT IV**

Business Plan – Outline – components – Marketing strategy for small business – Market Survey – Market Demands – Sales forecast – Competitive Analysis – The marketing plan – Marketing Assistance through governmental channels – Risk Analysis – Break even analysis

## **UNIT V**

Start-up costs – The financial Plan – Source of finance for new ventures – small business  
– Institutional finance supporting SSIs – Bounties to SSIs – Venture Capital – basic start-up problems.

### **Recommended Books**

Entrepreneurial Development: S.S.Khanka

Entrepreneurial Development: C.B.Gupta & N.P. Srinivasan

Fundamentals of Entrepreneurship And Small Business Management Vasant Desai Essentials of Entrepreneurship and Small Business Management, Norman M. Scarborough, Jeffrey R. Cornwell

Take Me Home: The Inspiring Stories of 20 Entrepreneurs from Small Town India with Big-Time Dreams, Rashmi Bansal

**BHARATHIAR UNIVERSITY**  
**COIMBATORE-641 046**

**B.B.A – C.A (Computer Applications)**

**(For the students admitted from the academic year 2019-2020 onwards)**

**SCHEME OF EXAMINATION - CBCS PATTERN**

**SEMESTER- VI**

Course	<b>BBA(CA)</b>
Effective from	<b>2017-2018 onwards</b>
Semester	<b>VI</b>
Subject	<b>Core XIX –RDBMS &amp; Oracle Programming</b>

**UNIT – I**

RDBMS-Data base Management System verses RDBMS –Normalization (1NF, 2NF, 3NF)- Introduction to Oracle-Data types-Data Definition Language – Creating, altering, dropping tables – Types of Keys.

**UNIT – II**

Data Manipulation Language— Insertions, updation, deletion and select command – Transaction control statements- commit, save point, roll back-.Constraints- Defining table and column constraints .

**UNIT – III**

Built-in-functions-single row functions-Character, number, date, conversion function-group functions- Grouping data-Having clause-Nesting group functions.

**UNIT – IV**

Joins– Types of joins-Set operators-. Views-Creating, removing and altering views Sequences- Creation, dropping sequence. Table Indexes.

**UNIT – V**

Fundamentals of PL/SQL- reserved words, user-defined identifiers- PL/SQL Block structure- Cursors- Implicit, Explicit cursors -Creating and using stored procedures and Functions. Triggers.

Reference Books :-

Nilesh Shah-Database systems using Oracle- A simplified guide to SQL and PL/SQL – Second edition-PHI Learning Private limited, New Delhi.

Ivan Bayross : SQL, PL/SQL – The Programming Language of Oracle, BPB Publications, New Delhi, 4<sup>th</sup> revised edition.2009.

**Reference Books :-**

- Developing Personal Oracle for windows 95 Application – David Loctman.
- Ivan Bayross – Commercial Application Development using Oracle Developer 2000. Ivan Bayross – Oracle – 7 the complete reference.



# **BHARATHIAR UNIVERSITY**

## **COIMBATORE-641 046**

**B.B.A – C.A (Computer Applications)**

**(For the students admitted from the academic year 2019-2020 onwards)**

**SCHEME OF EXAMINATION - CBCS PATTERN**

**SEMESTER- VI**

Course	<b>BBA(CA)</b>
Effective from	<b>2017-2018 onwards</b>
Semester	<b>VI</b>
Subject	<b>Core XX –RDBMS &amp; Oracle Programming - Practical</b>

### List of Programs

- 1 Design a database for student information.
- 2 Insert records for student database table.
- 3 Alter a field size in the student database table.
- 4 Delete a field in the student student's database table.
- 5 Select records with roll number, name, class, subject with all mark details.
- 6 Prepare a list of all students who are having arrears.
- 7 Find the percentage of marks of a student.
- 8 Find the pass percentage of a subject in student database.
- 9 Prepare semester mark sheet for a given student roll number.
- 10 Design a database for employee information.
- 11 Insert records for employee database table.
- 12 Select records with employee id ,name, department, designation with all salary details.
- 13 Prepare a list of employees who are getting net pay more than 10000.
- 14 list all employees with total allowances and total deductions.
- 15 List all employees with their net pay.
- 16 Design a database for bank information.
- 17 Insert records for bank database table.
- 18 Create a view for an employee with their deposit information.
- 19 Write a stored function to find net balance of a customer.
- 20 Write a PL/SQL procedure ----- to deposit amount to bank database.

**BHARATHIAR UNIVERSITY**  
**COIMBATORE-641 046**

**B.B.A – C.A (Computer Applications)**

(For the students admitted from the academic year 2019-2020 onwards)

**SCHEME OF EXAMINATION - CBCS PATTERN**

**SEMESTER- VI**

Course	<b>BBA/BBA(CA)</b>
Effective from	<b>2017-2018 onwards</b>
Semester	<b>VI</b>
Subject	<b>Core XXI – Services Marketing</b>

**Objective:** Pure product-based firms too understand the value of intangible services embedded onto their products. The course aims at making students to understand and appreciate the growing importance of services in every organization.

**Unit I:** Introduction — What are services? — The Services Sector in the Indian Economy — Components of services economy — Distinctive characteristics of services — Importance of services — Classification of services — Players in services sector — Evolution and growth of service sector — Differences between goods and services

**Unit II:** Service marketing system — Importance of services in marketing — Expanded marketing mix Services marketing mix — Service product planning — Service pricing strategy— Services distributions — Employees' and Customers' Roles in Service Delivery — Services promotions — Physical evidence — Role of technology in services marketing.

**Unit III:** Service quality — Understanding customer expectations and perceptions— Measuring service quality — Gap model of service quality — SERVQUAL — Service Quality function development — Service Quality Management — Quality Function Deployment for Services —

**Unit IV:** Services from sectoral perspective — Hospitality – Travel & Tourism – Financial – Logistics – Educational – Entertainment – Healthcare & Medical — Telecom Services

**Unit V:** Marketing the Financial Services — Devising of Strategies in financial Services marketing mix. Education as service — Marketing of educational services — Strategies for educational marketing.

## **Suggested Readings**

- Lovelock – Services Marketing: People, Technology and Strategy (Pearson Education, 5<sup>th</sup> edition) 2001.
- Rajendra Nargundkar – Services Marketing - McGraw Hill Edn (India) p Ltd 3<sup>rd</sup>ed 2010
- Harsh V. Verma – Service-Marketing: Text and Cases, 2/Ed 2011
- Zeithaml VA – Services Marketing: Integrating Customer Focus across the Firm -McGraw Hill Edn India 2013 6<sup>th</sup> ed.
- Rama MohanaRao K – Services Marketing (Pearson Education). 2<sup>nd</sup>ed (2011).
- GovindApte – Services Marketing 1<sup>st</sup> ed. 2004 - Oxford Univ. Press
- R. Srinivasan – Services Marketing - The Indian Context, 3<sup>rd</sup> Ed.(2012) PHI Learning

# ELECTIVE PAPERS

## **BHARATHIAR UNIVERSITY**

**COIMBATORE-641 046**

**B.B.A – C.A (Computer Applications)**

**(For the students admitted from the academic year 2019-2020 onwards)**

**SCHEME OF EXAMINATION - CBCS PATTERN**

**SEMESTER- VI**

Course	<b>BBA(CA)/BBA RM</b>
Effective from	<b>2017-2018 onwards</b>
Semester	<b>VI</b>
Subject	<b>Elective II A – Strategic Management</b>

### **UNIT-I**

Strategic Management: Concepts- Difference between strategy and tactics-Three levels of strategy, Strategic Management Process- Benefits, TQM and strategic management process, Social responsibility, Social audit.

## **UNIT-II**

Strategic Formulation: Corporate Mission: Need –Formulation, Objectives: Classification-Guidelines, Goals: Features- Types, Environmental Scanning- Need-Approaches- SWOT analysis-ETOP-Value chain analysis.

## **UNIT-III**

Choice of strategy: BCG matrix-The GE nine cell planning grid- Corporate level generic strategies: Stability, Expansion, Retrenchment, Combination strategies.

## **UNIT-IV**

Strategic Implementation: Role of top management-Process- Approaches, Resource allocation-Factors -Approaches, Mckinsey's 7's framework, Strategic Positioning- Four routes to competitive advantage.

## **UNIT-V**

Strategic Evaluation: Importance- Criteria- Quantitative and Qualitative factors, Strategic control: Process-Criteria-Types, Essential features of effective evaluation and control systems.

## **Reference Books:**

- Strategic Management- Francis Cherunillam-Himalaya Publishing House. Strategic Planning and Management- P.K.Ghosh-Sultan Chand & Sons, 2000.
- Strategic Planning-Formulation of corporate strategy,-V.S.Ramaswamy&S.Namakumai, Macmillan Business Books, 2001.

**BHARATHIAR UNIVERSITY**  
**COIMBATORE-641 046**

**B.B.A – C.A (Computer Applications)**

**(For the students admitted from the academic year 2019-2020 onwards)**

**SCHEME OF EXAMINATION - CBCS PATTERN**

**SEMESTER- VI**

Course	<b>BBA(CA)/BBA RM/BBA/BBA IB</b>
Effective from	<b>2017-2018 onwards</b>
Semester	<b>VI</b>
Subject	<b>Elective II B – Industrial Relations and Labour Laws</b>

**Objectives:**

On successful completion of this course, the students should have understood Legislations relating to Industrial Disputes and Labour welfare

***UNIT I***

Industrial relations - industrial disputes - causes - handling and settling disputes - employee grievances - steps in grievance handling - causes for poor industrial relations - remedies.

**UNIT II**

Collective Bargaining: - Concept - Principles and forms of collective bargaining - Procedure - conditions for effective collective bargaining - worker's Participation in management.

### **UNIT III**

Factories Act 1948 - The Workman's Compensation Act, 1923.

### **UNIT IV**

The Industrial Disputes Act 1947 - The Trade Union Act, 1926.

### **UNIT V**

The Payment of Wages Act, 1936 - The Employee's State Insurance Act, 1948

### **REFERENCES:**

- Personnel Management & Industrial Relation -P.C.TripathiDynamics of Personnel Management - C.B.Mamoria
- B.Nandhakumar - Industrial Relations Labour Welfare and Labour Laws - Vijay Nicole Imprints Pvt. Ltd.
- Essentials of Human Resource Management and Industrial Relations – P.SubbaraoHimalaya.
- N.D. Kapoor - Mercantile Law - Sultanchand& Sons R.Venkatapathy&AssissiMenachery - Industrial Relations &Labour Legislation-Aditya Publishers.

# **BHARATHIAR UNIVERSITY**

## **COIMBATORE-641 046**

**B.B.A – C.A (Computer Applications)**

**(For the students admitted from the academic year 2019-2020 onwards)**

### **SCHEME OF EXAMINATION - CBCS PATTERN**

#### **SEMESTER- VI**

Course	<b>BBA(CA)/BBA</b>
Effective from	<b>2017-2018 onwards</b>
Semester	<b>VI</b>
Subject	<b>Elective II C– ADVERTISING AND SALES PROMOTION</b>

**Goal:** To enable the students to acquire knowledge of sales promotional measures

**Objective:** On successful completion of this course, the students should have understood Advertising, Ad media, Ad agencies, Sales force management, promotional strategies...

#### **UNIT - I**

Advertising: Meaning-importance-objectives-media-forms of media-press Newspaper trade journal-Magazines-out door advertising-poster-banners - neon signs, publicity literature booklets, folders, house organs-direct mail advertising-cinema and theatre programme-radio and television advertising-exhibition-trade fair-transportation advertising.

#### **UNIT II**

Advertising agencies-advertising budget-advertising appeals - advertising organisation- social effects of advertising-advertising copy - objectives-essentials - types-elements of copy writing: Headlines, body copy - illustration-catch phrases and slogans-identificationmarks.

#### **UNIT III**

Advertising layout- functions-design of layout-typography printing process-lithography-printing plates and reproduction paper, and cloth- size of advertising-repeat advertising- advertising campaign- steps in campaign planning.

#### **UNIT IV**

Sales force Management-Importance-sales force decision-sales force size-recruitment & selection-training-methods-motivating salesman Controlling - compensation & incentives-fixing sales territories-quota - Evaluation.

#### **UNIT V**

Sales promotion: Meaning-methods-promotional strategy-marketing communication and persuasion-promotional instruments: advertising -techniques of sale promotion-consumer and dealers promotion. After sales service-packing – guarantee - Personal selling- Objectives - Salesmanship-Process of personal selling-types of salesman.



**REFERENCE BOOKS:**

1. Bolen J.H. Advertising
2. Sontakk C.N. Advertising and Sales Management
3. Davar S.K. Salesmanship and advertising
4. Baranikumar, Advertising and Sales Promotion.

# BHARATHIAR UNIVERSITY

COIMBATORE-641 046

B.B.A – C.A (Computer Applications)

(For the students admitted from the academic year 2019-2020 onwards)

SCHEME OF EXAMINATION - CBCS PATTERN

SEMESTER- VI

Course	BBA(CA)/BBA
Effective from	2017-2018 onwards
Semester	VI
Subject	Elective II D– Visual Basic Theory

**Goal:** To enable the students to learn Visual programming in windows Environment.

**Objective:** On successful completion of this course, the students should have understood VB environment with tool bars, controls and components.

Programming steps

Declaring variables & arrays

Fundamentals of Graphics & FilesData

bases & SQL

## UNIT- I

Getting Started – Visual Basic environment – initial VB screen - single document interface - tool bars and systems control and components - use of file, edit , view , projects , format, Run and Debug, tools, window menu, properties window, procedures, image controls, text boxes, labels, navigating between controls, message controls, message boxes and grids.

## UNIT – II

Steps in programming – the code window – editing tools – statements in VB – Assignment – and property setting – variable, strings, numbers, constants, displaying information – controlling program flow- repeating operation – making decisions – GOTO– string function – RND functions – data and time functions – financial functions.

## UNIT – III

Control arrays - lists: one dimensional arrays – array with more than one dimension - using lists functions and procedures – passing by reference /passing by values - code module – global procedure and global variable – documents for users defined types with statements - commondialog box - MDI forms .

## UNIT – IV

Fundamentals of Graphics and files - screen – the line and shapes – graphics via codes, lines & boxes, Circle, ellipse, pie charts, curves, paint picture method – graph control - file commands -file system controls - sequential files – random access files - binary files .

**UNIT – V**

Clip board, DDE, OLE, Data control – programming with data control – monitoring changes to the data bases – SQL basics – Data Base Objects.

**REFERENCE BOOK:-**

1. Visual Basic 5 from the Ground Up - Gary Cornell Tata McGraw hill Publishing

# **BHARATHIAR UNIVERSITY**

## **COIMBATORE-641 046**

**B.B.A – C.A (Computer Applications)**

**(For the students admitted from the academic year 2019-2020 onwards)**

### **SCHEME OF EXAMINATION - CBCS PATTERN**

#### **SEMESTER- VI**

Course	<b>For BBA/BBA(CA)/BBA(IB)/BBA(RM)</b>
Effective from	<b>2017-2018 onwards</b>
Semester	<b>VI</b>
Subject	<b>Elective III A– E - Commerce</b>

#### **UNIT – I**

Foundation of electronic Commerce :- Definition and content of the field – Driving force of EC-Impact of Ec – Managerial Issues- Benefits and Limitations of EC Retailing in EC-Business models of E – marketing – Aiding comparison shopping - The impact of ECon Traditional Retailing System.

#### **UNIT – II**

Internet Consumers and market Research: - The consumer behavior model – Personal Characteristics and the Demographics of internet Surfers - Consumer Purchasing Decision making - One – to – One Relationship marketing - Delivering Customer Service in Cyberspace – Marketing research of EC-Intelligent Agents for Consumers – Organizational Buyer Behavior.

#### **UNIT – III**

Advertisement in EC:- Web Advertising – Advertisement Methods – Advertisement Strategies – Push Technology and Intelligent Agents – Economics and Effectiveness of Advertisement – Online Catalogs. Internet and Extranet :- Architecture of Intranet and External :- Applications of Intranet and Extranet

#### **UNIT – IV**

Business – to – Business Electronic Commerce : Characteristics of B2B EC- Model– Procurement Management Using the Buyer's Internal Market Place – Supplier and Buyer Oriented Marketplace – Other B2B Models Auctions – and Service – Integration with back End Information System \_ The Role of S/W Agents in B2B – Electronic Marketing in B2B.

#### **UNIT –V**

Public Policy : From Legal Issues to Privacy :- Legal, Ethical and Other Public Policy Issues – Protecting Privacy – Free Speech , Internet Indecency Censorship – Taxation and Encryption Policies and Seller Protection in EC.

**Reference Books:-**

Efrain Turbun, Jae Lee, David King, H. Michael Chung —Electronic Commerce – A Managerial Perspective ,Pearson Education Asia – 2000.

**BHARATHIAR UNIVERSITY**  
**COIMBATORE-641 046**

**B.B.A – C.A (Computer Applications)**

**(For the students admitted from the academic year 2019-2020 onwards)**

**SCHEME OF EXAMINATION - CBCS PATTERN**

**SEMESTER- VI**

Course	For BBA/BBA(CA)/BBA(IB)/BBA(RM)
Effective from	2017-2018 onwards
Semester	VI
Subject	Elective III B Project Work & Viva-Voce

**BHARATHIAR UNIVERSITY**  
**COIMBATORE-641 046**

**B.B.A – C.A (Computer Applications)**

**(For the students admitted from the academic year 2019-2020 onwards)**

**SCHEME OF EXAMINATION - CBCS PATTERN**

**SEMESTER- VI**

Course	For BBA/BBA(CA)/BBA(IB)
--------	-------------------------

Effective from	<b>2017-2018 onwards</b>
Semester	<b>VI</b>
Subject	<b>Elective III C Financial Services</b>

### **Objectives:**

On successful completion of the course the students should have:

- To learn the various financial services provided by NBFCs.
- To understand the modes of raising capital from domestic and foreign market.
- To evaluate feasibility of projects on hire purchase and leasing.
- To study and understand mutual funds, venture capital, merges and appreciation along with other financial services.

### **UNIT I**

Merchant Banking - Functions - Modes of raising capital from Domestic and foreign markets -Raising short term funds -Recent developments in the capital markets - SEBI guidelines on merchant banking in India. NBFCs in India.

### **UNIT II**

Hire Purchase - Concept - evaluation of Hire Purchase Proposals. Leasing - Lease Accounting - Types of leases.

### **UNIT III**

Mutual funds - operations performances, regulation - SEBI guidelines for mutual funds.

### **UNIT IV**

Other financial services. Venture Capital - Bill Discounting - Factoring - credit rating - Asset securitization - Depositories.

### **UNIT V**

Mergers and Acquisitions - SEBI code on Take-overs - Business Failures and reorganizations.

### **REFERENCES:**

- M.Y.Khan, Indian Financial Systems.
- K.Sriram, Hand Book of Leasing Hire Purchase & Factoring.
- R.M.Srivastava, Indian Financial System.
- Rajas Parashine and Ashok Kumar, Introduction to Lease Financing.
- T.SundarRajan, Merchant Banking.
- L.M.Bhole, Financial Institution & Markets.
- HabelJ.Johnson, Financial Institution & Markets.
- Dr.J.C.Verma, Mutual Funds & Investment Portfolio.

NaliniPravaTripathy, Financial Instruments and Services, Prentice Hall of India,  
New Delhi.

**BHARATHIAR UNIVERSITY**  
**COIMBATORE-641 046**

**B.B.A – C.A (Computer Applications)**

**(For the students admitted from the academic year 2019-2020 onwards)**

**SCHEME OF EXAMINATION - CBCS PATTERN**

**SEMESTER- VI**

Course	<b>BBA(CA)</b>
Effective from	<b>2017-2018 onwards</b>
Semester	<b>VI</b>
Subject	<b>Elective III D Multimedia</b>

Goal: To learn about multiple media and their technologies.

Objective: To inculcate knowledge on media, text , image , text , audio & video .

**Unit-I:**

Introduction: multimedia presentation and production –characteristics of multimedia presentation – multiple media –utilities of sensory perception –hardware and software requirement. **D**igital representation: analog representation –waves – digital representation- need for digital representation.

**Unit-II:**

Text: types of text – Unicode standard – font – insertion of text – text compression – fileformats.

**Unit-III:** Image: Image type –seeing color- color modals –basis steps for image processing-scanner- digital camera – interface standards – specification of digitalimages.

**Unit-IV:**

Audio: Introduction – acoustics – nature of sound wave –fundamental characteristics of sound – microphone- amplifier- loudspeakers – audio mixer-digital audio.

**Unit-V:**

Video: Analog video camera – transmission of video signals- video signal formats – PC video – video recording formats and systems – video file formats and CODECs.

**Text Book:**

1. Principles of Multimedia – **Ranjan Parekh, 2007, TMH.**
2. Multimedia: making it work – tay Vaughan, 7th edition , TMH
3. Comdex multimedia and web design – vikas Gupta, dreamtech paess.2007



# **SKILL BASED SUBJECT –III**

**BHARATHIAR UNIVERSITY**  
**COIMBATORE-641 046**

**B.B.A – C.A (Computer Applications)**

**(For the students admitted from the academic year 2019-2020 onwards)**

**SCHEME OF EXAMINATION - CBCS PATTERN**

**SEMESTER- VI**

Course	<b>BBA(CA)</b>
Effective from	<b>2017-2018 onwards</b>
Semester	<b>VI</b>
Subject	<b>Skill Bases Subject IV: Soft Skills for Business</b>

**Soft Skills for Business**

Presentation skills – effective presentation of an idea or concept – use of MS-Power point or Flash is assisting the presentation need to be encouraged

Negotiation Skills – dealing and preparing for negotiation – clinching and compromising – Observe and record – practical role plays

Group Discussions – leaderless group behavior – arguments vs discussions – guiding and controlling – small group practices as well as observation

Team Working Skills (Forming, norming, performing) – problems and prospects – encourage team formation inter and intra-class teams – list the experiences

Assertiveness building – How to say ‘no’ and ‘yes’ – knowing limits – identify and list the occasions where you could not be assertive --

Facing interviews – How to prepare – how to presents – Manners and etiquettes to be maintained during an interview; sample questions (FAQs) commonly asked during interview

Conduct a vox pop – make a brief report – present to the group

Nonverbal Cues in Communication – Body Language – Gesture – Postures - Facial

## Expressions

Career Options – Skills and physique vis-à-vis career options – career planning – SWOT analysis (self) – Career focus – Awareness of different career and its sources of information, choosing a career.

(SDRN to have in-depth SWOT analysis, clippings from opportunities / appointments columns of newspapers, resume for different situations, evidences related to career focus)

