

ST.JOSEPH'S COLLEGE OF ARTS AND SCIENCE

(AUTONOMOUS)

CUDDALORE – 607001



DEPARTMENT OF BUSINESS ADMINISTRATION (CA)

ACADEMIC YEAR : 2017 – 18

SYLLABUS

DEPARTMENT OF BACHALOR OF BUSINESS ADMINISTRATION (COMPUTER APPLICATION)									
St. JOSEPH'S COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)									
CUDDALORE 1									
SEMESTER I									
S.NO	Part	Study components		Ins.hrs	Credit	Title of Paper	Maximum Mark		
		course title		week			CIA	Ext	Total
SEMESTER I							CIA	Ext	Total
1	I	Language	Paper-I	5	3	Tamil - I	25	75	100
2	II	English	Paper-I	5	3	English	25	75	100
3	III	Core Theory-1	Paper-1	6	4	Business Organisation	25	75	100
4	III	Core Theory-2	Paper-2	6	4	Basic of Information Technology	25	75	100
5	III	Allied -I	Paper I	5	5	Application of Economics in Business	25	75	100
6	IV	Foundation	Paper - 1	3	2	Value Education	25	75	100
				30	21		150	450	600
SEMESTER II									
S.NO	Part	Study components		Ins.hrs	Credit	Title of Paper	Maximum Mark		
		course title		week			CIA	Ext	Total
SEMESTER II							CIA	Ext	Total
7	I	Language	Paper-2	5	3	Tamil - II	25	75	100
8	II	English	Paper-2	5	3	English	25	75	100
9	III	Core Theory-3	Paper-3	6	4	Business Management	25	75	100
10	III	Core Theory-4	Paper-4	3	3	Excel in Business	25	75	100
11	III	Allied II	Paper-2	5	5	Business Statistics and Operation Research	25	75	100
12	III	Allied Pratical	Paper 1	3	2	Excel - Lab	40	60	100
13	IV	Non major	Paper 1	3	2	Personality Development	25	75	100
				30	22		190	510	700

SEMESTER III								
S.No	Part	Study components	Ins.hrs Weekly	Credit	Title of Paper	Maximum Marks		
						Int.	Ext.	Total
13	I	Core Theory -5	6	5	Production Management	25	75	100
14	II	Core Theory -6	5	4	Financial Accounting	25	75	100
15	III	Core Theory -7	6	5	Management Information System	25	75	100
16	III	Allied – 3	5	4	Resource Management Techniques	25	75	100
17	III	Allied -4	5	4	Multimedia & Design	25	75	100
18	IV	Skill paper	3	2	Business law	25	75	100
			30	24		150	450	600

SEMESTER IV								
S.No	Part	Study components	Ins.hrs Weekly	Credit	Title of Paper	Maximum Mark		
						Int	Ext	Total
19	III	Core Theory – 8	6	5	Marketing	25	75	100
20	III	Core Theory - 9	3	2	RDBMS	25	75	100
		Core practical	3	3	RDBMS LAB	40	60	100
21	III	Core Theory – 10	5	4	Import and Export management	25	75	100
22	III	Allied – 5	5	4	Cost and management Accounting	25	75	100
23	III	Allied - 6	5	4	E-commerce and its Applications	25	75	100
24	IV	Non major elective	3	2	Environmental Science	25	75	100
			30	24		190	510	700

SEMESTER V								
S.No	Part	Study components	Ins.hrs Weekly	Credit	Title of Paper	Maximum Marks		
						Int.	Ext.	Total
25	I	Core Theory – 11	6	5	Financial Management	25	75	100
26	II	Core Theory – 12	6	5	Research Methodology	25	75	100
27	III	Core Theory- 13	6	5	Investment Management	25	75	100
28	III	Core Elective –1	6	5	Financial And Capital Markets	25	75	100
					Retail Marketing Management			
29	III	Core Elective –2	6	5	Internet and its Applications	25	75	100
					Information System Design			
			30	25		125	375	500

SEMESTER VI								
S.No	Part	Study components	Ins.hrs Weekly	Credit	Title of Paper	Maximum Mark		
						Int.	Ext.	Total
31	III	Core Theory -14	6	5	Human Resource Management	40	60	100
32	III	Core Theory – 15	3	2	Programing using Microsoft technology (C#.net)	25	75	100
33		Core Practical	3	3	Programing using Microsoft technology (C#.net) Lab	40	60	100
34	III	Core Theory – 16	6	5	Organizational Behaviour	25	75	100
35	III	Core Elective -3	6	4	Strategic management	25	75	100
					Industrial Relations			
36	III	Core Elective - 4	6	4	Project Work	25	75	100
					Entrepreneurial Development			
		Extension activities	0	2	-----	-	-	-
			30	25		165	435	600

YEAR - I	BUSINESS ORGANISATION	CODE- 17BB101
SEMESTER - I		HRS/WK - 6
CORE - 1		CREDIT - 4

Unit-1-INTRODUCTION

(20 Hrs)

Business - Meaning – Definition - Characteristics - Objectives - Criteria For Success In Modern Business- Classification Of Business. Meaning and Evolution of Commerce & Industry - Industrial Revolution- Its Effects. – Liberalisation, Privatisation & Globalisation - Emergence of Indian MNCs & Transnational Corporations -Advantages and Disadvantages Of MNC’s.

Unit - 2- FORMS OF BUSINESS ORGANISATION

(15 Hrs)

Sole Tradership –Partnership -Cooperative Societies - Joint Stock Company-Public Utilities and Public Enterprises - Definition, Characteristics, relative Advantages and Limitations.

Unit - 3- BUSINESS LOCATION

(20 Hrs)

Location -Meaning Of Location – Theories Of Location – Weber’s Theory And Sargent Florence’s Theory of location - Factors Influencing Location - Size Of Firm - Meaning - Concept Of Size - Measures Of Size.

Unit - 4- BUSINESS COMBINATION

(20 Hrs)

Definition And Objectives Of Business Combination - Advantages And Limitations - Types Of Combination - Chamber Of Commerce - Meaning - Advantages And Function - Trade Associations - Features And Functions.-Trade Unions - Features And Functions.

Unit -5 -ETHICS AND SOCIAL RESPONSIBILITY OF BUSINESS

(15 Hrs)

Business ethics- Definition and characteristics of ethics-Code of ethics- practice and conduct-Unethical practices in business.Social Responsibility of Business- Definition- Need- Social Responsibility of Various Stakeholders.

Textbook:

1.Dr.P.SubbaRao, International Business - text and cases - Himalaya publishing house

Reference Books:

1. O.P. Khanna, “Industrial Engineering and Management”, DhanpatRai& sons,1999.
2. Prof. C.D.Balaji and Dr.G.Prasad, 2007.Business organization, (1st Ed.)Margham Publications.

YEAR – I	BASICS OF INFORMATION TECHNOLOGY	CODE-17BB102
SEMESTER – I		HRS/WK – 6
CORE – 2		CREDIT – 4

Objective:

To enable the students understand the basic concepts of information technology.

Unit-I Data and Information(20 Hrs)

Data and Information- Introduction-Types of Data-Simple Model of a Computer-Data Processing using a Computer-Desktop Computer. Acquiring Text data-Acquiring Image Data-Acquiring Audio Data-Acquiring video Data.

Unit-II Data Storage(15 Hrs)

Data Storage - Introduction-Storage Cell-Physical Device used as Storage Cells-Random Access Memory-read Only Memory-Secondary Storage-CDROM-Archival store.

Unit-III Central Processing Unit(15 Hrs)

Central Processing Unit - Introduction-Structure of a CPU-Specifications of CPU-Interconnections of CPU with memory and I/O Unit-Embedded Processors.

Unit-IV Computer Networks(20 Hrs)

Computer Networks - Introduction- Local Area Network-Applications of LAN-Wide Area Network-Internet-Naming Computers Connected to Internet-Future of Internet Technology.

Unit-V Output Devices(20 Hrs)

Output Devices - Introduction-Video display Devices-Touch Screen Display-E-Ink Display-Printers-Audio Output. Computer Software - Introduction-Operating system-Programming Languages-Classification of Programming Languages-Classification of Programming Languages based on applications

Text Book

V.Rajaraman-*Introduction to Information Technology*-Second Edition-PHI Learning Private Limited-Delhi-2013.

Reference Books

1. James A. Senn -*Information Technology: Principles, Practices, and Opportunities* - Prentice Hall publication - January 2004.
2. Alexis Leon, Mathews Leon - *Fundamentals Of Information Technology* -LeonVikas Publishing house pvt ltd – 1999

YEAR – I	BUSINESS MANAGEMENT	CODE-17BB203
SEMESTER –II		HRS/WK – 6
CORE –3		CREDIT – 4

UNIT –I INTRODUCTION (17 Hrs)

Management- Definition- Functions of Management- Management and Administration-Art or Science- Henry Fayol’s Principles of Management – F.W. Taylor’s Scientific Management

UNIT-II – PLANNING (20 Hrs)

Planning - importance - Process of planning - types of planning - planning methods (Objectives-Policies- Procedures - Strategies & Programmes - Obstacles to effective planning. Decision making - Steps - Types - MBO

UNIT – III - ORGANISING (20 Hrs)

Organization - Importance - Principles of Organizing. Organizational structure - line & staff, functional, divisional Organisation structure - Delegation and Decentralization – Departmentation - Span of Management

UNIT-IV - DIRECTING (15 Hrs)

Directing –Meaning- Importance- principle. Leadership-Definition—Qualities of a leader styles of leadership. Communication - Definition - Process - Barriers to effective communication.

UNIT –V -CO-ORDINATION AND CONTROL (18Hrs)

Nature - Problems of effective coordination. Control - Nature - process - control techniques (traditional and non-traditional).

Text books:

1. Gupta C. B,Business Management, Sultan Chand & Sons, New Delhi,2011
2. J. Jayasankar - Principles of Management - Margham Pub.

Reference books:

1. Koontz, O'Donnell, Weirich, Essentials of Management,Tata McGraw Hill Publishing Company Ltd., New Delhi, 5th Edition, 1998
2. PagareDinkar,Principles of Management,sSultan Chand & Sons, New Delhi, 2003.
3. Sherlekar&Sherlekar, Principles of Business Management, Himalaya Publishing House, New Delhi, 2000
4. Prasad L.M. - Principles and Practice of Management
5. Peter F. Drucker - Practice of Managemen

YEAR – I	EXCEL FOR BUSINESS	CODE-17BB204
SEMESTER - II		HRS/WK – 3
CORE - 4		CREDIT – 2

OBJECTIVE:To enable the students to obtain the practical knowledge on Excel for Business.

UNIT – I: Foundation (6hrs)

Foundation- Excel Introduction – The Excel Interface Basic Navigation and Editing – Getting Going

Unit-II: Orientation and Efficiency (12hrs)

Orientation and Efficiency- Editing – Viewing- Spreadsheet Structure- Cell References - Named Range - Basic Macros – Design- Administration- Customising Excel – Housekeeping- Connecting Workbooks - Documentation - Protecting and Sharing- Google Sheets- Excel Troubleshooting

Unit-III: Data Handling (9hrs)

Data Handling- Sorting and Filtering - Controlling User Input - Working with Dates and Times- Working with Text - Lookup and Reference - Logical Functions

Unit-IV: Data Analysis (12hrs)

Data Analysis- Working with Numbers- Summarizing Data - PivotTables 1 – Simple Summaries - PivotTables 2 – Manipulating Data - PivotTables 3 – Interpreting Data. - Power Pivot: Handling Big Data- Formula Auditing - Advanced Macros and VBA – Modelling Presentation

Unit-V: Cell Formatting (6hrs)

Cell Formatting - Number Formatting - Conditional Formatting - Charts and Graphs-Page and Print Setup

Text book:

Paul Buggs, *Teach Yourself Excel 2016 Advanced*, CreateSpace Independent Publishing Platform, 27-Feb-2016

Reference Book:

John Walkenbach, *Excel 2016 Bible*, John Wiley & sons Publications

YEAR – I	PRACTICAL-I EXCEL FOR BUSINESS	CODE-17BP201
SEMESTER - II		HRS/WK – 3
CORE PRACTICAL		CREDIT – 2

OBJECTIVE: To enable the students to obtain the practical knowledge on Excel for Business.

1. Editing and Cell References
2. Named Range
3. Protecting and Sharing
4. Sorting and Filtering
5. Working with Dates and Times
6. Lookup and Reference
7. Logical Functions
8. Pivot Tables
9. Formula Auditing
10. Macros
11. VBA – Modelling Presentation
12. Number Formatting
13. Conditional Formatting
14. Charts and Graphs