

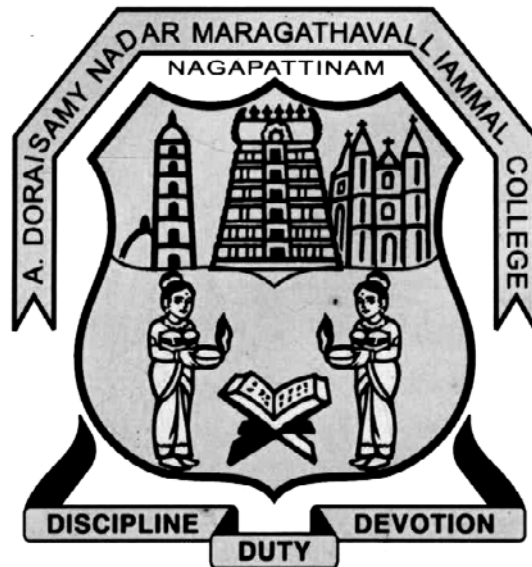
**DEPARTMENT OF BBA**

**U.G. PROGRAMME**

**SYLLABUS**

**2017 – 2020 BATCH**

**III SEMESTER**



**A. D. M. COLLEGE FOR WOMEN**

**NAGAPATTINAM**

மூன்றாம் பருவம்  
தாள் III – காப்பியமும் நாடகமும்

LTC

அகமதிப்பீடு: 25

6

புறமதிப்பீடு: 75

மொத்த மதிப்பெண் : 100

பயிற்று மணிகள் :

தரப்புள்ளிகள் : 3

தேர்வுமணிகள் : 3

நோக்கம்:

1. காப்பியங்கள் கூறும் வாழ்வியல் அறங்களை உணர்த்துதல்.
2. காப்பிய இலக்கியங்களின் இலக்கியச் சுவையைப் பயிற்றுவித்தல்.
3. நாடக இலக்கியத்தின் தனித்துவத்தைக் கற்பித்தல்.

மாணவர் பெறும் திறன்:

1. காப்பிய கதைகள்வழி அறச்சிந்தனை பெறுவர்.
2. நாடகப் படைப்பாக்கத்திற்கான தூண்டுதலைப் பெறுவர்.

அலகு – I

1. சிலப்பதிகாரம் - அடைக்கலக் காதை
2. மணிமேகலை – சிறைக்கோட்டம் அறக்கோட்டமாக்கிய காதை
3. சீவக சிந்தாமணி – விமலையார் இலம்பகம்

அலகு – II

4. கம்பராமாயணம் - குகப் படலம்
5. வில்லிபாரதம் - உலூகன் தூதுச் சருக்கம்

அலகு – III

6. பெரிய புராணம் - திருநாளைப்போவார் நாயனார் புராணம்
7. சீறாப்புராணம் - ஈத்தங்குலை வரவழைத்த படலம்
8. தேம்பாவணி – நீர் வரம் அடைந்த படலம்.

அலகு – IV நாடகம்

1. மூன்று நாடகங்கள்  
அ.மங்கை, அகரம் பதிப்பகம், தஞ்சாவூர்.
2. மாற்றம்  
கே.ஏ.குணசேகரன், நியூ செஞ்சரி புக் ஹவுஸ்(பி) லிட்., அம்பத்தூர், சென்னை.

அலகு – V

இலக்கிய வரலாறு  
ஐம்பெருங்காப்பியங்கள்  
ஐஞ்சிறுங்காப்பியங்கள்  
கம்பராமாயணம்  
வில்லிபாரதம்  
பெரிய புராணம்  
சீறாப்புராணம்  
தேம்பாவணி.

**A.D.M. COLLEGE FOR WOMEN ( AUTONOMOUS) NAGAPATTINAM**

**DEPARTMENT OF ENGLISH**

**Credit Point: 3**

**SEMESTER-III CATEGORY - PART II ENGLISH  
PAPER-III DRAMA FOR EFFECTIVE COMMUNICATION  
(For candidates admitted from the academic year 2017 – 18 onwards)**

**SEMESTER III**

**ELC III – DRAMA FOR EFFECTIVE COMMUNICATION**

**Objectives:**

To introduce the genre and use of language in various life situations.

**Text prescribed:**

**English for Excellence (One act-plays)**

**–Edited by Prof.Lalitha Natarajan & Dr.Sasikala Natesan**

**Unitized Syllabus**

**Unit I**

- 1. The Sheriff's Kitchen – Ronald Gow**

**Unit II**

- 2. Mother's Day – J.B.Priestley**

**Unit III**

- 3. The End of the Beginning – Sean O'Casey**

**Unit IV**

- 4. Old Man River – Dorothy Deming**

**Unit V**

- 5. The Bridge – K.Xavier Amalraj**
- 6. Spoken English Component – Stress Shift to differentiate between**

- ( i ) Noun and Verb.**
- ( ii ) Statement and Question**

## Pattern of Evaluation

**CIA – 25 Marks (Passing minimum of 40%)**

<b>Test (Written)</b>	<b>– 10 Marks</b>
<b>Assignment &amp; Group Discussion</b>	<b>- 5 Marks</b>
<b>Written Quiz &amp; Seminar</b>	<b>- 5 Marks</b>
<b>Attendance</b>	<b>- 5 Marks</b>
<b>SEMESTER</b>	<b>– 75 Marks</b>
<b>Total Marks</b>	<b>– 100 Marks (Passing minimum of 40%)</b>

### Question Pattern:

#### Section A - 20 Marks

**Short answer questions (10x2=20 Marks)**

#### Section B – 25 Marks

**Paragraph Questions (5x4=20 Marks)**

- (i) Answer all the Paragraph questions either or pattern (One question should be asked from each unit)
- (ii) Answer the following as directed (Spoken English Component)
  - ( a ) Convert the following nouns into verbs changing the stress pattern  
(6 x ½ = 3 Marks )
  - ( b ) Mark sentence stress for the following sentences ( 2 x 1 = 2 Marks)

#### Section C – 30 Marks

**Essay Questions (3x10=30 Marks)**

Answer any 3 Questions. (One Essay should be asked from each Unit)

# UAE

## SEMESTER III CORE COURSE – V FINANCIAL ACCOUNTING

Internal Marks: 25  
External Marks: 75  
Total Marks : 100

B.B.A III Semester

Total Instruction Hrs.: 6  
Total Credit : 4  
Total Exam Hrs. : 3

(Focus Should Be 60% Problems And 40% Theory)

**Objectives: To Understand The Nature And Objective of Accounts and to Get The Knowledge of Accounting.**

### UNIT-I

Definition of Accounting- The Nature, Objective and Utility of Accounting –Books of Accounting- Accounting Concept and Conventions.

- 14 hrs

### UNIT-II

The theory of Double Entry – Book Keeping , Journal – Ledger- Subsidiary Books and Trial Balance – Rectification of Errors.

- 19 hrs

### UNIT-III

Statement of Final Accounts – Manufacturing Account – Trading Account – Profit And Loss Account and Balance Sheet – With Adjustment.

- 19 hrs

### UNIT-IV

Capital And Revenue Statement for Non Profit Organizations –Receipts and Payments – Income and Expenditure Account.

- 19 hrs

### UNIT-V

Depreciation Methods –Fixed Installment Method –Diminishing Balancing Method – Sums of Digit Method – Annuity Method – Depreciation Fund Method– Insurance Policy Method.

- 19 hrs

### TEXT BOOK

1. Advanced Accounting

-S.P.Jain and K.L.Nagang  
Kalyani Publishers.

### REFERENCE BOOK:

1. Advanced Accounting

-R.L.Gupta and V.K.Gupta, Published  
by Sultan Chand & Sons.

2. Financial Accounting

-S.N.Maheswari, Vikas Pvt., Ltd.

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**SEMESTER III  
CORE COURSE VI -  
BUSINESS LAW**

**UAF**

**Internal Marks: 25  
External Marks: 75  
Total Marks : 100**

**B.B.A III Semester**

**Total Instruction Hrs. : 5  
Total Credit : 3  
Total Exam Hrs. : 3**

**Objective: To Explore the Legal dimensions of business and then applications in Business Organization.**

**UNIT-I**

Introduction – Definition – Nature and kinds of Contract – Offer and Acceptance – Consideration- Capacity of Parties – Free Consent – Legality of Object and Consideration – Void Agreements – Contingent Contracts.

- 9 hrs

**UNIT-II**

Quasi Contracts – Performance of Contracts – Discharge of Contracts – Remedies for Breach of Contracts.

- 8 hrs

**UNIT-III**

Law of Sale of Goods, Sale and agreement to sell , their Distinctions – Types of Goods – Conditions and Warranties – Caveat Emptor – Transfer of Property , Sale by Non owners – Performance – Remedies of Breach – Unpaid Seller – Auction Sales.

- 10 hrs

**UNIT –IV**

Law of Agencies – Creation of Agency – Classification of Agent – Duties and Right of an Agent and Principal Debtor – Termination of Agency.

- 8 hrs

**UNIT-V**

The Consumer Protection Act, 1986 - Consumer Protection – Introduction – Definition – Consumerism – Consumer Protection Councils – Consumer Disputes – Redressal Agencies – Their Jurisdiction – Procedure – Finality of Orders – Limitation – Enforcement of Orders – Dismissal of Frivolous or Vexatious Complaints.

- 10 hrs

**TEXT BOOK**

1. Business Law

- N.D.Kapoor, Sulthan Chand & Sons

**REFERENCE BOOK:**

1. Mercantile Law
2. Commercial Law
3. Mercantile Law

-M.C.Shukla S.Chand&Co.,  
-Chawla and Garg, Kalyani Publishers  
-MC Kuchal, Vikas Publishing House.

**SEMESTER III  
ALLIED COURSE –III  
PRINCIPLES OF COMPUTER AND MIS**

<b>Internal Marks : 25</b>	<b>Admitted From 2016 -2019</b>	<b>Total Instruction Hrs: 3</b>
<b>External Marks: 75</b>	<b>B.B.A III Semester</b>	<b>Total Credit : 2</b>
<b>Total Marks : 100</b>		<b>Total Exam Hrs : 3</b>

**Objective: Introducing the application of computer in Business and Role of MIS in Business.**

**UNIT I**

Evolution of Computers – Generations and Types of Computers – The Role of Computers in MIS – Components of Computer System.

- 8 hrs

**UNIT II**

Hardware Features – Input and Output Devices – Significance – Software Features – Types of Software – Application , System Software – Significance – Storage Devices – Concept of MIS

- 10 hrs

**UNIT III**

Concept for MIS Data – Types of Information System – Information System Activities- Components – Value and Quality of Information – Concept of Decision Making - Criteria for Decision Making – Decision Making Process.

- 11 hrs

**UNIT IV**

System Concepts And System Approach Cycle to Problem Solving – Transaction Processing System – Data Base Management System.

- 8 hrs

**UNIT V**

Social Dimensions of Computerization – Computer Viruses – Legal Dimensions of Computerization- Cyber Crime, Cyber theft, Cyber Law and Hackers.

- 8 hrs

**TEXT BOOK**

1. Management Information System  
Publisher.

-C.V.S.Morthy, Himalaya

**REFERENCE BOOK:**

1. Management Information System

-Jamea O'Brien.

2. Fundamentals Of Computer
3. System Analysis And Design

-Alexsilion& Mathew Silion  
 - Alias M.AwardGalgotia  
 Publications PVT.LTD.

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**SEMESTER III**  
**SKILL BASED COURSE – I**  
**OFFICE MANAGEMENT (PRACTICAL)**

**UAS1Y**

**Internal Marks : 40**  
**External Marks: 60**  
**Total Marks : 100**

**B.B.A III Semester**

**Total Instruction Hrs. : 2**  
**Total Credit : 3**  
**Total Exam Hrs : 3**

**Objective: To promote the abilities of basics in Computer.**

**UNIT-I**

**Ms Word: Over View**

- Exercises:** 1. Typewrite an application for a suitable post for yourself in proper format  
 2. Prepare a bio data in standard format without using a table

**-12hrs**

**UNIT-II**

**MS Excel: Over View**

- Exercises:** 1. Create a mark list for 5/10 students and show their total and % of mark  
 2. Create a chart for the table given

**UNIT - III**

**MS Power point:**

- Exercises:** 1. Create a title slides and 2 more slides to give presentation.  
 2. Choose a proper layout and an attractive back ground using an template

**-12hrs**

**-13hrs**

**UNIT -IV**

**Internet browsing**

- Exercises:** 1. Send an email to friend of yours with an attachment and mark a copy of the email  
 To your self.  
 2. Browse the World Wide Web and obtain useful information on Peter F. Drucker  
 the Father of Modern Management. His Early Life, His achievement, His contributions in  
 Management Thought.

**- 13hrs**

**UNIT – V**

**Tally**

- Exercise:** 1. Introduction to basics of Accounting Software.

**– 10hrs**

**REFERENCE BOOK:**



1. Office Automation – Windows 2010 - Dr. P. Rizwan Ahmed, Margham Publications.
2. Computer Applications in Business with Tally ERP 9 - Dr. P. Rizwan Ahmed, Margham Publications.

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**SEMESTER III  
NON MAJOR ELECTIVE – I  
PERSONALITY DEVELOPMENT**

**UAE1**

**Internal Marks: 25**  
**External Marks: 75**  
**Total Marks : 100**

**B.B.A III Semester**

**Total Instruction Hrs. : 2**  
**Total Credit : 2**  
**Total Exam Hrs. : 3**

**Objective : To enable the Students to impart Knowledge regarding Personal Qualities and Development.**

**UNIT-I: Winning Personality**

Personality Defined – Determinates of Personality- How Personality is Developed – Corporate Theories on Personality Development – The Development Process – What makes a Winner

- **5 hrs**

**UNIT –II: Building Self – Esteem and Self confidence**

Indicators of a Positive Self – Image – Indicators of a Negative Self – Image – The Development of Self – Image and Self – Therapy for Wholeness and Wholesome Self – Esteem

- **5 hrs**

**UNIT –III : Positive Social Image**

Looking Great and Attractive – Dressing and Make – Up – Hair Care Inner Glow- Poise and Posture – Eye Contact and Body Language – Physical Fitness – Projecting a Professional Image – Social Graces and Table Manners in conversations .

-7 hrs

**UNIT-IV: Developing a Win-Win Attitude**

Fruits of a win – win Attitude - Differentiating Assertive From Aggressive and Passive Behaviour - Developing an “I” m Ok, You’re Ok “Program - Making others feel good about themselves - Positive strokes .

- **7 hrs**

**UNIT-V: Becoming a Pro-Active and Responsibility Adult**

Psychological Games - Difference Between reactive and Pro-Active response - Learning to accept responsibility for one’s Actions – Learning from one’s mistakes – Putting order in one’s life – Discipline in problem solving.

- **6 hrs**

**REFERENCE BOOK:**

1. The Hidden Genius of Emotion: Lifespan Transformations of Personality – By Carol Magai, Jeannette Haviland - Jones
2. Handbook of Personality Development – by Daniel K.Mroczek, Todd D. Little H
3. Working With Emotional Intelligence – by Daniel Goleman
4. Path to successful development: Personality in the life Course – by Lea Pulkkinen Avshalom Caspi