

# **DON BOSCO ARTS & SCIENCE COLLEGE** **ANGADIKADAVU**

*(Affiliated to Kannur University Approved by Government of Kerala)*

**ANGADIKADAVU P.O., IRITTY, KANNUR – 670706**



## **COURSE PLAN**

### **BBA**

**(2019 – 22)**

### **SEMESTER - III**

### **ACADEMIC YEAR - (2020-21)**

### III Semester BBA (2019 - 22)

SL. No.	Name of Subjects with Code	Name of the Teacher	Duty Hours per week
1.	Financial Accounting - 3B04BBA	Meenu Maria Tom	6
2.	Marketing Management - 3B05BBA	Sunitha K.S	5
3.	Numerical Skills - 3A11BBA	Remya	5
4.	Personality Development And Communication Skills - 3A12BBA	Vidya KP	4
5.	Legal Aspects Of Business - 3C04BBA	Sapna John	5
	<b>Name of Class Incharge</b>	Meenu Maria Tom	

### TIME TABLE

Day	09.50 Am - 10.45 Am	10.45 Am -11.40 Am	11.55 Am -12.50 Pm	01.40 Pm - 02.35 Pm	02.35 Pm - 03.30 Pm
1	Financial Accounting	Marketing Management	Numerical Skills	Legal Aspects of Business	Personality Development and Communication Skills
2	Marketing Management	Legal Aspects of Business	Numerical Skills	Personality Development and Communication Skills	Financial Accounting
3	Numerical Skills	Financial Accounting	Marketing Management	Legal Aspects of Business	Financial Accounting
4	Numerical Skills	Legal Aspects of Business	Personality Development and Communication Skills	Financial Accounting	Marketing Management
5	Personality Development and Communication Skills	Marketing Management	Financial Accounting	Numerical Skills	Legal Aspects of Business

<b>Subject Code:</b>	<b>3B04BBA</b>
<b>Subject Name:</b>	<b>FINANCIAL ACCOUNTING</b>
<b>No. of Credits:</b>	<b>4</b>
<b>No. of Contact Hours:</b>	<b>108</b>
<b>Hours per Week:</b>	<b>6</b>
<b>Name of the Teacher:</b>	<b>MEENU MARIA TOM</b>

### **COURSE OUTCOMES**

**CO1:** Understands accounting concepts and principles

**CO2:** Apply knowledge regarding concepts in the preparation of final accounts of sole traders

**CO3:** Understands the basic concepts of company, shares and share capital

**CO4:** Demonstrates skills in preparation of final accounts of companies

**Module I: Introduction To Asccounting:** Meaning and Definition of Accounting, Objectives of Accounting, Accounting Cycle or Process, Branches of Accounting, Functions of Accounting, Users of Accounting, Limitations of Accounting and Generally Accepted Accounting Principles Accounting Concepts, Principles and Conventions only.

**Module II: Final accounts of sole trading concern:** Preparation of Manufacturing, Trading and Profit and Loss Accounts and Balance Sheets with Adjustments for Outstanding and Prepaid Expenses, Accrued and Unearned incomes, Depreciation, Bad and Doubtful Debts and Closing Stock.

**Module III: Company accounts:** Meaning and Definition of Companies, Characteristics of Companies, Types of Companies, Meaning of Shares and Share Capital, Types of Shares, Accounting Entries for Issue of Shares for Cash, Forfeiture of Shares, and Re-issue of Shares.

**Module IV: Final accounts of companies:** Preparation of Balance Sheet and Statement of Profit and Loss Accounts, Corporate Dividend Tax (CDT), Internal and External Reconstruction, Amalgamation, Merger and Acquisition (Theory Only).

### **Reference**

1. Advanced Accounting: SP Jain and KL Narang 2
2. Advanced Accounting: Shukla, Grewal
3. Advanced Accounting: SN Maheswary
4. Advanced Accounting: BS Raman

## TEACHING SCHEDULE

No of Weeks	Dates	Session	Topic
<b>1</b>	15-06-2020 To 19-06-2020	1	Syllabus Introduction
		2	Meaning and Definition of Accounting
		3	Meaning and Definition of Accounting
		4	Objectives of Accounting
		5	Accounting Cycle or Process
		6	Accounting Cycle or Process
<b>2</b>	22-06-2020 To 26-06-2020	7	Accounting Cycle or Process
		8	Branches of Accounting
		9	Functions of Accounting
		10	Users of Accounting
		11	Users of Accounting
		12	Limitations of Accounting
<b>3</b>	29-06-2020 To 03-07-2020	13	Generally Accepted Accounting Principles
		14	Generally Accepted Accounting Principles
		15	Accounting Concepts
		16	Accounting Concepts
		17	Accounting Concepts
		03 July	St. Thomas Day
<b>4</b>	06-07-2020 To 10-07-2020	18	Accounting Concepts
		19	Accounting Concepts
		20	Accounting Principles
		21	Accounting Principles
		22	Accounting Principles
		23	Accounting Principles
<b>5</b>	13-07-2020 To 17-07-2020	24	Accounting Conventions
		25	Accounting Conventions
		26	Accounting Conventions
		27	Accounting Conventions
		28	Class Test

No of Weeks	Dates	Session	Topic
		29	Meaning and definition of sole trading concern
<b>6</b>	20-07-2020 To 24-07-2020	20 July	<b>Karkkidaka Vavu</b>
		30	Meaning and definition of sole trading concern
		31	Objectives, purpose and functions of sole trading concerns
		32	Objectives, purpose and functions of sole trading concerns
		33	Introduction to Journal
		34	Journal
<b>7</b>	27-07-2020 To 31-07-2020	35	Journal
		36	Journal
		37	Introduction to Ledger
		38	Ledger
		39	Ledger
		31 July	<b>Bakrid</b>
<b>8</b>	03-08-2020 To 07-08-2020	40	Ledger
		41	Ledger
		42	Preparation of Trading and Profit and Loss Accounts
		43	Preparation of Trading and Profit and Loss Accounts
		44	Preparation of Trading and Profit and Loss Accounts
		45	Preparation of Trading and Profit and Loss Accounts
<b>9</b>	10-08-2020 To 14-08-2020	46	Preparation of Trading and Profit and Loss Accounts
		47	Preparation of Trading and Profit and Loss Accounts
		48	Preparation of Balance Sheets
		49	Preparation of Balance Sheets
		50	Preparation of Balance Sheets
		51	Preparation of Balance Sheets
<b>10</b>	17-08-2020 To 21-08-2020	52	Adjustments – Outstanding and Prepaid Expense
		53	Adjustments – Outstanding and Prepaid Expense
		54	Adjustments – Accrued and Unearned incomes
		55	Adjustments – Accrued and Unearned incomes
		56	Adjustments- Depreciation
		57	Adjustments- Depreciation
<b>11</b>	24-08-2020 To 28-08-2020	58	Adjustments - Bad and Doubtful Debts
		59	Adjustments - Bad and Doubtful Debts
		60	Adjustments - Bad and Doubtful Debts
		61	Adjustments - Bad and Doubtful Debts
		62	Adjustments - Closing Stock

No of Weeks	Dates	Session	Topic
		<b>28 August</b>	<b>Ayyankali Jayanthi</b>
<b>12</b>	31-08-2020 To 04-09-2020		<b>Onam Holiday</b>
			<b>Onam Holiday</b>
			<b>Onam Holiday</b>
			<b>Onam Holiday</b>
			<b>Onam Holiday</b>
<b>13</b>	07-09-2020 To 11-09-2020	63	Adjustments - Closing Stock
		64	Adjustments - Provision for discount on debtors
		65	Adjustments - Provision for discount on debtors
		66	Adjustments - Provision for discount on creditors
		<b>10 September</b>	<b>Sreekrishna Jayanthi</b>
		67	Adjustments - Provision for discount on creditors
<b>14</b>	14-09-2020 To 18-09-2020	68	Adjustments - Provision for discount on creditors
		69	Adjustments - Managerial remuneration
		70	Adjustments - Managerial remuneration
		71	Adjustments - Managerial remuneration
		72	Adjustments - Managerial remuneration
		73	Class Test
<b>15</b>	21-09-2020 To 25-09-2020	<b>21 September</b>	<b>Sreenarayana Guru Samadhi</b>
			<b>3<sup>rd</sup> Semester 1<sup>st</sup> Internal Exam</b>
			<b>3<sup>rd</sup> Semester 1<sup>st</sup> Internal Exam</b>
			<b>3<sup>rd</sup> Semester 1<sup>st</sup> Internal Exam</b>
			<b>3<sup>rd</sup> Semester 1<sup>st</sup> Internal Exam</b>
<b>16</b>	28-09-2020 To 02-10-2020		<b>3<sup>rd</sup> Semester 1<sup>st</sup> Internal Exam</b>
			<b>3<sup>rd</sup> Semester 1<sup>st</sup> Internal Exam</b>
		74	Meaning and Definition of Companies
		75	Characteristics of Companies
		76	Types of Companies
<b>17</b>	05-10-2020 To 09-10-2020	77	Meaning of Shares and Share Capital
		78	Types of Shares
		79	Accounting Entries for Issue of Shares for Cash
		80	Accounting Entries for Issue of Shares for Cash
		81	Accounting Entries for Issue of Shares for Cash
		82	Accounting Entries for Forfeiture of Shares
<b>18</b>	12-10-2020 To	83	Accounting Entries for Forfeiture of Shares
		84	Accounting Entries for Forfeiture of Shares
		85	Accounting Entries for Re-issue of Shares
		86	Accounting Entries for Re-issue of Shares

No of Weeks	Dates	Session	Topic
	16-10-2020	87	Accounting Entries for Re-issue of Shares
		88	Accounting Entries for Re-issue of Shares
<b>19</b>	19-10-2020 To 23-10-2020	89	Class Test
		90	Introduction to Final accounts of companies
		91	Preparation of Balance Sheet and Statement of Profit and Loss Accounts
		92	Preparation of Balance Sheet and Statement of Profit and Loss Accounts
		93	Preparation of Balance Sheet and Statement of Profit and Loss Accounts
		94	Preparation of Balance Sheet and Statement of Profit and Loss Accounts
<b>20</b>	26-10-2020 To 30-10-2020	<b>26 October</b>	<b>Vijayadasami</b>
		95	Preparation of Balance Sheet and Statement of Profit and Loss Accounts
		96	Preparation of Balance Sheet and Statement of Profit and Loss Accounts
		<b>29 October</b>	<b>Miladi-I-Sherif</b>
		97	Introduction to Corporate Dividend Tax
<b>21</b>	02-11-2020 To 06-11-2020	98	Introduction to Corporate Dividend Tax
		99	Introduction to Corporate Dividend Tax
		100	Internal and External Reconstruction,
		101	Internal and External Reconstruction
		102	Internal and External Reconstruction
		103	Meaning and definition of Amalgamation
<b>22</b>	09-11-2020 To 13-11-2020	104	Meaning and definition of Merger and Acquisition
		105	Meaning and definition of Merger and Acquisition
		106	Revision
		107	Revision
		108	Question Paper Discussion
			<b>Study Leave</b>
<b>23</b>	16-11-2020 To 20-11-2020		<b>Study Leave</b>
			<b>Study Leave</b>
			<b>3<sup>rd</sup> Semester 2<sup>nd</sup> Internal Exam</b>
			<b>3<sup>rd</sup> Semester 2<sup>nd</sup> Internal Exam</b>
			<b>3<sup>rd</sup> Semester 2<sup>nd</sup> Internal Exam</b>
<b>24</b>	23-11-2020 To		<b>3<sup>rd</sup> Semester 2<sup>nd</sup> Internal Exam</b>
			<b>3<sup>rd</sup> Semester 2<sup>nd</sup> Internal Exam</b>
			<b>3<sup>rd</sup> Semester 2<sup>nd</sup> Internal Exam</b>

No of Weeks	Dates	Session	Topic
	27-11-2020		Study Leave
			Study Leave
25	30-11-2020 To 04-12-2020		Study Leave
			Study Leave
			Study Leave
			Study Leave
			Study Leave
26	07-12-2020 To 11-12-2020		Study Leave
			Study Leave
			Study Leave
			Study Leave
			Study Leave
27	14-12-2020		3 <sup>rd</sup> Semester University Examination Begins



<b>Subject Code:</b>	<b>3B05BBA</b>
<b>Subject Name:</b>	<b>MARKETING MANAGEMENT</b>
<b>No. of Credits:</b>	<b>4</b>
<b>No. of Contact Hours:</b>	<b>90</b>
<b>Hours per Week:</b>	<b>5</b>
<b>Name of the Teacher:</b>	<b>SUNITHA K S</b>

## **COURSE OUTCOME**

**CO1:** Develop knowledge on the concept modern marketing, marketing environment, marketing mix, market segmentation and target marketing.

**CO2:** Enhance knowledge on product decision, product mix, product life cycle, pricing strategies and price discrimination

**CO3:** Apply the concept of market promotion, market promotion mix and sales promotion techniques in real business situations.

**CO4:** Understand the new market realities, direct marketing, online marketing and customer relationship marketing.

**CO5:** Identify the key characteristics of customer relationship marketing and common draw back.

**CO6:** Develop idea on branding and strategies of branding.

**CO7:** Acquire skill in preparing advertisement copy very effectively.

## **Module I:**

**Introduction to Modern Marketing:** Definition-Nature and Importance of marketing, evolution of marketing, Marketing environment; Macro and Micro environment, important marketing concepts-selling and marketing-Marketing mix, consumer behaviour, market segmentation; bases for market segmentation; Target Market ;Branding - definition, importance , branding strategies and packaging.

## **Module II:**

**Product Decision:** Concept of product; Product Dimension; Concept of product mix, Product line and Product Items; Product mix Dimensions; New product concept and reasons of failure of the new product; Product Life cycle- Concept of pricing; significance of price in marketing; Pricing objectives; Factors affecting price; discounts and rebates; pricing strategies; price discrimination.

### Module III:

**Market Promotion :** Concept of market promotion; Objectives of Market Promotion; Elements of Market Promotion mix: advertising, personal selling , sales promotion, publicity and public relations; Advertising : functions of advertising; advertisement copy, advertising media; types of advertising media; characteristics of effective media ; ethical aspects of advertising; Personal selling : Concept, Features and Significance; Difference between advertising and personal selling ; functions of a salesman; characteristics of a good salesman; Distribution decision: Physical distribution; channel of distribution; Types of channel distribution; Sales promotion: sales promotion schemes; sample; coupon; price off; premium plan; trade fairs and exhibitions.

### Module IV:

**New Marketing Realities:** Direct marketing and online marketing: Concept of Direct and online Marketing; Activities; Benefits and limitations; Green Marketing: Concepts; Need and Importance; Green Marketing efforts and managerial Implications; Customer Relationship Marketing (CRM): Concept and importance; Components of CRM Programme; Concept of e-CRM; Common draw backs of CRM Programme.

### References:

1. Philip Kotler, Marketing Management- Prentice Hall
2. Stanton, Etzel and Walker, Marketing Management-McGraw Hill
3. R. Saxena, Marketing Management- Tata McGraw Hill
4. Majumdar, Marketing Research
5. Marketing Management: RSN Pillai and Bagavathy
6. Marketing Management: SP Bansal

## TEACHING SCHEDULE

No of Weeks	Dates	Session	Topic
1	15-06-2020 To	1	Introduction to Marketing
		2	Definition
		3	Nature, and importance

No of Weeks	Dates	Session	Topic
	19-06-2020	4	Evolution
		5	Marketing Environment
2	22-06-2020 To 26-06-2020	6	Micro Environment
		7	Macro Environment
		8	Important marketing concept
		9	Selling and Marketing
		10	Marketing Mix
3	29-06-2020 To 03-07-2020	11	Marketing Mix
		12	Consumer Behavior
		13	Consumer Behavior
		14	Market segmentation
		03 July	St. Thomas Day
4	06-07-2020 To 10-07-2020	15	Market segmentation
		16	Basis of market segmentation
		17	Target Market
		18	Branding
		19	Branding Strategies
5	13-07-2020 To 17-07-2020	20	Packaging
		21	Class Test
		22	Product decisions
		23	Concept of Product
		24	Product Dimension
6	20-07-2020 To 24-07-2020	20 July	Karkkidaka Vavu
		25	Concept of Product Mix
		26	Product line and Product items
		27	Product mix dimensions
		28	New product concept and reason for failure of new product
7	27-07-2020 To 31-07-2020	29	Product Life cycle
		30	Concept of pricing
		31	Significance of pricing
		32	Factors affecting pricing
		31 July	Bakrid
8	03-08-2020 To 07-08-2020	33	Discounts and rebates
		34	Price discrimination
		35	Class test
		36	Market promotion

No of Weeks	Dates	Session	Topic
		37	Objectives
<b>9</b>	10-08-2020 To 14-08-2020	38	Elements
		39	Advertising
		40	Advertising
		41	Advertising
		42	Personal selling
		43	Personal selling
<b>10</b>	17-08-2020 To 21-08-2020	44	Functions of a good sales man
		45	Physical Distribution
		46	Channels of distribution
		47	Types of channel distribution
		48	Sales promotion
<b>11</b>	24-08-2020 To 28-08-2020	49	Sales promotion schemes
		50	Sample, coupon, price off, premium plan,
		51	Trade fairs, exhibition
		<b>28 August</b>	<b>Ayyankali Jayanthi</b>
<b>12</b>	31-08-2020 To 04-09-2020		<b>Onam Holiday</b>
			<b>Onam Holiday</b>
			<b>Onam Holiday</b>
			<b>Onam Holiday</b>
			<b>Onam Holiday</b>
<b>13</b>	07-09-2020 To 11-09-2020	52	New Marketing Realities
		53	Direct marketing
		54	Online marketing
		<b>10 September</b>	<b>Sreekrishna Jayanthi</b>
		55	Activities
<b>14</b>	14-09-2020 To 18-09-2020	56	Benefits
		57	Limitations
		58	Green Marketing
		59	Green Marketing
		60	Green Marketing efforts and managerial implications
<b>15</b>	21-09-2020 To 25-09-2020	<b>21 September</b>	<b>Sreenarayana Guru Samadhi</b>
			<b>3<sup>rd</sup> Semester 1<sup>st</sup> Internal Exam</b>
			<b>3<sup>rd</sup> Semester 1<sup>st</sup> Internal Exam</b>
			<b>3<sup>rd</sup> Semester 1<sup>st</sup> Internal Exam</b>
			<b>3<sup>rd</sup> Semester 1<sup>st</sup> Internal Exam</b>
<b>16</b>	28-09-2020		<b>3<sup>rd</sup> Semester 1<sup>st</sup> Internal Exam</b>
			<b>3<sup>rd</sup> Semester 1<sup>st</sup> Internal Exam</b>

No of Weeks	Dates	Session	Topic
	To 02-10-2020	61	Customer relationship marketing
		62	Customer relationship marketing
		63	Components of CRM program
17	05-10-2020 To 09-10-2020	64	Concept of e-CRM
		65	common drawbacks of e CRM program
		66	Class test
		67	Seminar
		68	Seminar
18	12-10-2020 To 16-10-2020	69	Seminar
		70	Seminar
		71	Question Paper Discussion
		72	Question paper discussion
		73	Question paper discussion
19	19-10-2020 To 23-10-2020	74	Seminar
		75	Seminar
		76	Seminar
		77	Revision
		78	Revision
20	26-10-2020 To 30-10-2020	26 October	Vijayadasami
		79	Revision
		29 October	Miladi-I-Sherif
		80	Revision
		81	Revision
21	02-11-2020 To 06-11-2020	82	Revision
		83	Revision
		84	Revision
		85	Revision
		86	Revision
22	09-11-2020 To 13-11-2020	87	Revision
		88	Revision
		89	Revision
		90	Revision
			Study Leave
23	16-11-2020 To 20-11-2020		Study Leave
			Study Leave
			Study Leave
			3 <sup>rd</sup> Semester 2 <sup>nd</sup> Internal Exam
			3 <sup>rd</sup> Semester 2 <sup>nd</sup> Internal Exam
			3 <sup>rd</sup> Semester 2 <sup>nd</sup> Internal Exam

No of Weeks	Dates	Session	Topic
<b>24</b>	23-11-2020 To 27-11-2020		<b>3<sup>rd</sup> Semester 2<sup>nd</sup> Internal Exam</b>
			<b>3<sup>rd</sup> Semester 2<sup>nd</sup> Internal Exam</b>
			<b>3<sup>rd</sup> Semester 2<sup>nd</sup> Internal Exam</b>
			<b>Study Leave</b>
			<b>Study Leave</b>
<b>25</b>	30-11-2020 To 04-12-2020		<b>Study Leave</b>
			<b>Study Leave</b>
			<b>Study Leave</b>
			<b>Study Leave</b>
			<b>Study Leave</b>
<b>26</b>	07-12-2020 To 11-12-2020		<b>Study Leave</b>
			<b>Study Leave</b>
			<b>Study Leave</b>
			<b>Study Leave</b>
			<b>Study Leave</b>
<b>27</b>	14-12-2020		<b>3<sup>rd</sup> Semester University Examination Begins</b>

<b>Subject Code:</b>	<b>3A11BBA</b>
<b>Subject Name:</b>	<b>NUMERICAL SKILLS</b>
<b>No. of Credits:</b>	<b>4</b>
<b>No. of Contact Hours:</b>	<b>90</b>
<b>Hours per Week:</b>	<b>5</b>
<b>Name of the Teacher:</b>	<b>REMYA RAJ</b>

### **COURSE OUTCOMES**

**CO1:** Understand common numerical methods.

**CO2:** Apply numerical methods to obtain approximate solutions to mathematical problems.

**CO3:** Analyses and evaluate the accuracy of common numerical methods.

**CO4:** Derive numerical methods for various mathematical operations and tasks.

#### **Module I:**

**Arithmetic:** Average, mixtures- Ratios and proportions- Computation of interest, Simple Interest, compound interest, effective yield- future value, present value - Amortization, Depreciation, Continuous compounding

#### **Module II:**

**Algebra:** Real and imaginary number- Rational and Irrational Number- Set Theory and simple application of Venn Diagram- Elements of Co-ordinate system· Matrices, Fundamental ideas about Matrices and their operational rules – Inverse of a Matrix.

#### **Module III:**

**Theory of equations:** meaning, types of equations - simple linear and simultaneous equations (only two variables) eliminations and substitution method only. Quadratic equation factorization and formula method ( $ax^2+bx+c=0$  form only) Problems on business application.

#### **Module IV:**

**Progression:** Arithmetic progressions finding the nth term of an AP and also sum to n terms of AP. Insertion of Arithmetic means in given terms of AP and representation of AP. Geometric progression. Finding the nth term of GP. Insertion of GMs in given GP and also representation of GP - Mathematics of finance simple and compound interest. (Simple problems only).

**References:**

1. Applied Numerical Analysis P.K Kandasamy, K.Thilakavathi, Gunavathi;
2. Numerical Methods: Gerald.
3. Essentials of college mathematics for Business, Economics, life Science and Social Sciences: Raymond Barnett, Michael Ziegler.

**TEACHING SCHEDULE**

No of Weeks	Dates	Session	Topic
<b>1</b>	15-06-2020 To 19-06-2020	1	Real and imaginary number- Rational and Irrational Number
		2	Set Theory-definition of a set, methods of describing a set, types of sets,
		3	Examples of set Subset, supersets, proper subsets
		4	Power set, universal set, disjoint sets
		5	Set operations-union, intersection,
<b>2</b>	22-06-2020 To 26-06-2020	6	Difference, compliment of a set ,Important laws of set operation,
		7	Problems based on set operations ,Venn diagrams-
		8	Simple application of ven diagrams ,Elements of coordinate system,
		9	Problems
		10	Revision
<b>3</b>	29-06-2020 To 03-07-2020	11	Class test
		12	Matrices, basic terms
		13	Fundamental ideas about Matrices and their operational rules
		14	Addition and subtraction of matrices -problems
		03 July	St. Thomas Day
<b>4</b>	06-07-2020 To 10-07-2020	15	Problems
		16	Matrix multiplication problems
		17	Problems related to matrix operation
		18	Problems
		19	Inverse of a matrix-problems
<b>5</b>	13-07-2020 To 17-07-2020	20	Problems, Class test
		21	Problems
		22	Class test
		23	Equations-meaning, types of equations - simple linear and simultaneous equations (only two



No of Weeks	Dates	Session	Topic
			variables)problems
		24	Simultaneous equations (only two variables)-problems
<b>6</b>	20-07-2020 To 24-07-2020	<b>20 July</b>	<b>Karkkidaka Vavu</b>
		25	Problems
		26	Simple linear equations –problems,
		27	Problems,
		28	Quadratic equation factorization method-problems
<b>7</b>	27-07-2020 To 31-07-2020	29	Problems
		30	Problems,
		31	Formula method-problems.
		32	Problems
		<b>31 July</b>	<b>Bakrid</b>
<b>8</b>	03-08-2020 To 07-08-2020	33	More problems on quadratic equations
		34	Problems on business applications
		35	Problems,
		36	Average, problems
		37	Problems,
<b>9</b>	10-08-2020 To 14-08-2020	38	Mixtures, problems
		39	Problems,
		40	Ratios , definition, problems
		41	Problems
		42	Problems
<b>10</b>	17-08-2020 To 21-08-2020	43	Proportion, problems,
		44	Problems,
		45	Class test
		46	Effective yield-problems present value –definition, problems
		47	Future value-problems
<b>11</b>	24-08-2020 To 28-08-2020	48	Problems,
		49	Amortization - definition, problems
		50	Problems,
		51	Depreciation, definition, problems
		<b>28 August</b>	<b>Ayyankali Jayanthi</b>
<b>12</b>	31-08-2020 To 04-09-2020		<b>Onam Holiday</b>
			<b>Onam Holiday</b>
			<b>Onam Holiday</b>
			<b>Onam Holiday</b>
			<b>Onam Holiday</b>

No of Weeks	Dates	Session	Topic
<b>13</b>	07-09-2020 To 11-09-2020	52	Problems
		53	Problems, Continuous compounding, problems
		54	Problems
		<b>10 September</b>	<b>Sreekrishna Jayanthi</b>
		55	Sum to n terms of AP, problems
<b>14</b>	14-09-2020 To 18-09-2020	56	Problems
		57	Problems
		58	Insertion of Arithmetic means in given terms of AP and representation of AP, problems
		59	Insertion of GMs in given GP and also representation of GP
		60	Problems
<b>15</b>	21-09-2020 To 25-09-2020	<b>21 September</b>	<b>Sreenarayana Guru Samadhi</b>
			<b>3<sup>rd</sup> Semester 1<sup>st</sup> Internal Exam</b>
			<b>3<sup>rd</sup> Semester 1<sup>st</sup> Internal Exam</b>
			<b>3<sup>rd</sup> Semester 1<sup>st</sup> Internal Exam</b>
			<b>3<sup>rd</sup> Semester 1<sup>st</sup> Internal Exam</b>
<b>16</b>	28-09-2020 To 02-10-2020		<b>3<sup>rd</sup> Semester 1<sup>st</sup> Internal Exam</b>
			<b>3<sup>rd</sup> Semester 1<sup>st</sup> Internal Exam</b>
		61	Geometric progression. Finding the nth term of GP
		62	Problems
		63	Problems,
<b>17</b>	05-10-2020 To 09-10-2020	64	Problems
		65	Problems
		66	Sum of n terms of a GP, problems
		67	Problems
		68	Problems
<b>18</b>	12-10-2020 To 16-10-2020	69	Problems
		70	Mathematics of finance simple and compound interest
		71	Problems
		72	Problems
		73	Problems
<b>19</b>	19-10-2020 To 23-10-2020	74	Problems
		75	Revision of module 1
		76	Revision of module 1
		77	Revision of module 1
		78	Revision of module 2
<b>20</b>	26-10-2020	<b>26 October</b>	<b>Vijayadasami</b>
		79	Revision of module 2

No of Weeks	Dates	Session	Topic
	To 30-10-2020	29 October	Miladi-I-Sherif
		80	Revision of module 2
		81	Revision of module 2
21	02-11-2020 To 06-11-2020	82	Revision of module 3
		83	Revision of module 3
		84	Revision of module 3
		85	Revision of module 4
		86	Revision of module 4
22	09-11-2020 To 13-11-2020	87	University question paper discussion
		88	University question paper discussion
		89	University question paper discussion
		90	University question paper discussion
			Study Leave
23	16-11-2020 To 20-11-2020		Study Leave
			Study Leave
			3 <sup>rd</sup> Semester 2 <sup>nd</sup> Internal Exam
			3 <sup>rd</sup> Semester 2 <sup>nd</sup> Internal Exam
			3 <sup>rd</sup> Semester 2 <sup>nd</sup> Internal Exam
24	23-11-2020 To 27-11-2020		3 <sup>rd</sup> Semester 2 <sup>nd</sup> Internal Exam
			3 <sup>rd</sup> Semester 2 <sup>nd</sup> Internal Exam
			3 <sup>rd</sup> Semester 2 <sup>nd</sup> Internal Exam
			Study Leave
			Study Leave
25	30-11-2020 To 04-12-2020		Study Leave
			Study Leave
			Study Leave
			Study Leave
			Study Leave
26	07-12-2020 To 11-12-2020		Study Leave
			Study Leave
			Study Leave
			Study Leave
			Study Leave
27	14-12-2020		3 <sup>rd</sup> Semester University Examination Begins

<b>Subject Code:</b>	<b>3A12BBA</b>
<b>Subject Name:</b>	<b>PERSONALITY DEVELOPMENT AND COMMUNICATION SKILLS</b>
<b>No. of Credits:</b>	<b>3</b>
<b>No. of Contact Hours:</b>	<b>4</b>
<b>Hours per Week:</b>	<b>72</b>
<b>Name of the Teacher:</b>	<b>VIDYA K P</b>

### **COURSE OUTCOMES**

**CO1:** Understand the ‘self’ through analysis of one’s own strengths, weaknesses, opportunities and threats to face the challenging and competitive world.

**CO2:** Set new goals specific, measurable, achievable, realisable and time-bounded to reshape the personality and identify the shortcomings to be corrected.

**CO3:** Develop inter personal skills and problem solving skills.

**CO4:** Understand the role of body language in effective communication.

**CO5:** Critically evaluate the need for stress management and experience the essence of different techniques in reducing stress.

**CO6:** Perform effectively the assigned work to the fullest satisfaction; with utmost concentration and self-motivation to achieve success in near future.

### **Module I:**

**Introduction to Personality Development:** Definition of Personality- Human Growth and Behaviour- Importance of Personality Development- Techniques in Personality development a) Self-confidence through SWOC b) Mnemonics c) SMART Goal setting d) Time Management and effective planning.

### **Module II:**

**Communication Skills:** a) Intra personal communication and types of Body Language b) Inter personal Communication and Relationships c) Leadership Skills d) Team Building and public speaking, Written communication- Basics of Letter writing, memorandum, notice, email, and report writing- Resume writing.

### **Module III:**

**Etiquettes and Manners:** Social etiquettes, phone etiquettes, Customer interaction etiquette, Dining- Business etiquettes- Professional etiquette tips- Boss Management.

**Module IV:**

**Presentation skills:** How to face an Interview? - Preparations before, during and after interview, DO's and Don'ts for interviewee- Group Discussions- problem solving, Creativity and Leadership skills.

**Module V:**

**Stress Management:** Concentration and Relaxation exercises: Yoga, Meditation- Need for Work Life Balance- Role of Emotional Intelligence and Spiritual Intelligence in Self-Acceptance and Self-Growth.

**References**

1. Personality Development and Communication Skills by S.S. Narula; reprinted 2013.
2. Communicating at Work – Principles and Practices for Business and the Professions by Adler, The McGraw Hill Company, 9th Edition
3. Business Communication and Personality Development by Biswajit Das & Ipseeta Satpathy, The Excel Publications, 1st Edition
4. Developing Soft Skills by Robert M. Sherfield, Rhonda J., Patricia J. Moodi; Cornerstone Publications.
5. “The Art of Stress-Free Living” by Sri Sri Ravi Shankar. 5. Winning at Interviews by Edger Thorpe, Showik Thorpe; Pearson Publications, 1st Edition.
6. “How to stop worrying and start living” by Dale Carnegie.
7. Complete Guide to Relieving Stress and Living A Peaceful Life - 2015 Edition by Jen Steifer.

**TEACHING SCHEDULE**

No of Weeks	Dates	Session	Topic
1	15-06-2020 To 19-06-2020	1	Introduction to Personality Development: Definition
		2	Human Growth and Behaviour
		3	Importance of Personality Development-
		4	Techniques in Personality development a) Self-confidence through SWOC
2	22-06-2020 To 26-06-2020	5	Self-confidence through SWOC
		6	Mnemonics
		7	SMART Goal setting
		8	Time Management and effective planning

No of Weeks	Dates	Session	Topic
<b>3</b>	29-06-2020 To 03-07-2020	9	Time Management and effective planning
		10	Class test
		11	Communication Skills
		03 July	St. Thomas Day
<b>4</b>	06-07-2020 To 10-07-2020	12	Intra personal communication
		13	Types of Body Language
		14	Inter personal Communication and Relationships
		15	Leadership Skills
<b>5</b>	13-07-2020 To 17-07-2020	16	Team Building
		17	Public speaking
		18	Written communication
		19	Forms of Written Communication - Letter writing
<b>6</b>	20-07-2020 To 24-07-2020	20 July	Karkkidaka Vavu
		20	Memorandum
		21	Public speaking
		22	Notice
<b>7</b>	27-07-2020 To 31-07-2020	23	Email
		24	Report writing
		25	Resume writing
		31 July	Bakrid
<b>8</b>	03-08-2020 To 07-08-2020	26	Class test
		27	Etiquettes and Manners
		28	Social etiquettes
		29	Phone etiquettes
<b>9</b>	10-08-2020 To 14-08-2020	30	Customer interaction etiquette
		31	Professional etiquette tips
		32	Boss Management
		33	Class test
<b>10</b>	17-08-2020 To 21-08-2020	34	Presentation skills
		35	Interview and its types
		36	How to face an Interview?
		37	Preparations before, during and after interview,
<b>11</b>	24-08-2020 To	38	Preparations before, during and after interview
		39	Preparations before, during and after interview
		40	DO's and Dont's for interviewee

No of Weeks	Dates	Session	Topic
	28-08-2020	<b>28 August</b>	<b>Ayyankali Jayanthi</b>
<b>12</b>	31-08-2020 To 04-09-2020		<b>Onam Holiday</b>
			<b>Onam Holiday</b>
			<b>Onam Holiday</b>
			<b>Onam Holiday</b>
			<b>Onam Holiday</b>
<b>13</b>	07-09-2020 To 11-09-2020	41	DO's and Dont's for interviewee
		42	Group Discussions
		<b>10 September</b>	<b>Sreekrishna Jayanthi</b>
		43	Group Discussions
<b>14</b>	14-09-2020 To 18-09-2020	44	Problem solving
		45	Problem solving
		46	Creativity and Leadership skills.
		47	Creativity and Leadership skills.
<b>15</b>	21-09-2020 To 25-09-2020	<b>21 September</b>	<b>Sreenarayana Guru Samadhi</b>
			<b>3<sup>rd</sup> Semester 1<sup>st</sup> Internal Exam</b>
			<b>3<sup>rd</sup> Semester 1<sup>st</sup> Internal Exam</b>
			<b>3<sup>rd</sup> Semester 1<sup>st</sup> Internal Exam</b>
			<b>3<sup>rd</sup> Semester 1<sup>st</sup> Internal Exam</b>
<b>16</b>	28-09-2020 To 02-10-2020		<b>3<sup>rd</sup> Semester 1<sup>st</sup> Internal Exam</b>
			<b>3<sup>rd</sup> Semester 1<sup>st</sup> Internal Exam</b>
		48	Class test
		49	Stress Management
<b>17</b>	05-10-2020 To 09-10-2020	50	Types of stress
		51	Causes of stress
		52	Concentration and Relaxation exercises: Yoga
		53	Concentration and Relaxation exercises: Yoga
<b>18</b>	12-10-2020 To 16-10-2020	54	Meditation
		55	Meditation
		56	Work Life Balance
		57	Need for Work Life Balance
<b>19</b>	19-10-2020 To 23-10-2020	58	Emotional Intelligence
		59	Role of Emotional Intelligence
		60	Spiritual Intelligence - Self-Acceptance Self Growth.

No of Weeks	Dates	Session	Topic
		61	Seminar
<b>20</b>	26-10-2020 To 30-10-2020	26 October	<b>Vijayadasami</b>
		62	Seminar
		29 October	<b>Miladi-I-Sherif</b>
		63	Seminar
		64	Seminar
<b>21</b>	02-11-2020 To 06-11-2020	65	Class test
		66	Question paper discussion
		67	Revision
		68	Revision
<b>22</b>	09-11-2020 To 13-11-2020	69	Revision
		70	Revision
		71	Revision
		72	Revision
			<b>Study Leave</b>
<b>23</b>	16-11-2020 To 20-11-2020		<b>Study Leave</b>
			<b>Study Leave</b>
			<b>3<sup>rd</sup> Semester 2<sup>nd</sup> Internal Exam</b>
			<b>3<sup>rd</sup> Semester 2<sup>nd</sup> Internal Exam</b>
			<b>3<sup>rd</sup> Semester 2<sup>nd</sup> Internal Exam</b>
<b>24</b>	23-11-2020 To 27-11-2020		<b>3<sup>rd</sup> Semester 2<sup>nd</sup> Internal Exam</b>
			<b>3<sup>rd</sup> Semester 2<sup>nd</sup> Internal Exam</b>
			<b>3<sup>rd</sup> Semester 2<sup>nd</sup> Internal Exam</b>
			<b>Study Leave</b>
			<b>Study Leave</b>
<b>25</b>	30-11-2020 To 04-12-2020		<b>Study Leave</b>
			<b>Study Leave</b>
			<b>Study Leave</b>
			<b>Study Leave</b>
			<b>Study Leave</b>
<b>26</b>	07-12-2020 To 11-12-2020		<b>Study Leave</b>
			<b>Study Leave</b>
			<b>Study Leave</b>
			<b>Study Leave</b>
			<b>Study Leave</b>
<b>27</b>	14-12-2020		<b>3<sup>rd</sup> Semester University Examination Begins</b>



<b>Subject Code:</b>	<b>3C04 BBA</b>
<b>Subject Name:</b>	<b>LEGAL ASPECTS OF BUSINESS</b>
<b>No. of Credits:</b>	<b>4</b>
<b>No. of Contact Hours:</b>	<b>90</b>
<b>Hours per Week:</b>	<b>5</b>
<b>Name of the Teacher:</b>	<b>SAPNA JOHN</b>

### **COURSE OUTCOME**

**CO1:** Understand the conditions and rules that are applicable to a contract and the importance of law in business.

**CO2:** Identify the important and relevant documents needed for registering Indian companies.

**CO3:** Awareness about the latest amendments in the Indian Companies Act.

**CO4:** Develop knowledge on the Sale of Goods Act, GST, the application of CGST, SGCT and its challenges and opportunities.

**CO5:** Apply the knowledge on consumer protection Act, rights of consumer and dispute redressal agencies in real life situations.

### **Module I:**

**Indian Contract Act, 1872:** Law of contract, Definition of contract, Basic concepts of contract- Valid contract, Void ,voidable and illegal contract, offer, acceptance, consideration, capacity of parties to contract, free consent- coercion, undue influence, misrepresentation, fraud,- breach of contract – remedies of breach of contract.

### **Module II:**

**Companies Act:** Definition of Company, essential features of company, Types of companies - Private Limited Company and Public limited company- Companies Act 2013 (Amendments), Important documents: Memorandum and Articles of Association, Prospectus - Promotion and Incorporation of company- Steps in the formation of company-Share capital of company- Shares, Debentures and its classification.

### **Module III:**

**The Sale of Goods Act:** Sale of goods Act- Formation of sale of contract- sale and agreement to sell-Implied conditions and warranties-Sale by non owners-transfer of

property title of goods- Rights of unpaid seller-Remedies for breach of Contract of Sale of goods- Goods and service Tax- Basic concepts- Challenges and opportunities- Applicability of CGST and SGST.

#### **Module IV:**

**Consumer Protection Act:** Objectives of the Act- Rights of a Consumer - Consumer Protection Council- Central council and State council-Dispute Redressal Agencies – District forum, State Commission and National Commission-Filing of complaints- Procedure of Filing Complaint.

#### **Reference**

1. Kapoor. N.D, Business Law, Sulthan Chand Publication.
2. Tulsian. P.C, Business Laws, Tata McGraw-Hill Publishing Co. Ltd.
3. Kuchal. M.C, Business Law.
4. Sharma. S.C, Business Laws, International Publishers, Bengaluru.

### **TEACHING SCHEDULE**

No of Weeks	Dates	Session	Topic
<b>1</b>	15-06-2020 To 19-06-2020	1	Indian Contract Act
		2	Introduction and definitions
		3	Essentials of valid contract
		4	Types of contract
		5	Offer : meaning and definition
<b>2</b>	22-06-2020 To 26-06-2020	6	Essentials
		7	Acceptance : Essentials
		8	Consideration
		9	Definition and essentials
		10	Stranger to contract
<b>3</b>	29-06-2020 To 03-07-2020	11	Contract without consideration
		12	Capacity of parties
		13	Position of minors
		14	Persons of unsound mind
		<b>03 July</b>	<b>St. Thomas Day</b>
<b>4</b>	06-07-2020 To	15	Persons disqualified by law
		16	Free consent
		17	Coercion

No of Weeks	Dates	Session	Topic
	10-07-2020	18	Undue influence
		19	Fraud
<b>5</b>	13-07-2020 To 17-07-2020	20	Misrepresentation
		21	Mistake
		22	Void agreements
		23	Remedies of breach of contract
		24	Suit for damages
<b>6</b>	20-07-2020 To 24-07-2020	<b>20 July</b>	<b>Karkkidaka Vavu</b>
		25	Suit upon quantum meruit
		26	Suit for specific performance
		27	Companies Act
		28	Meaning and definitions
<b>7</b>	27-07-2020 To 31-07-2020	29	Essentials features of company
		30	Types of companies
		31	Authorities of companies
		32	Formation of company
		<b>31 July</b>	<b>Bakrid</b>
<b>8</b>	03-08-2020 To 07-08-2020	33	Promotion
		34	Incorporation
		35	Raising of capital
		36	Commencement of business
		37	Important documents
<b>9</b>	10-08-2020 To 14-08-2020	38	Memorandum : meaning and definition
		39	Contents of memorandum
		40	Doctrine of ultra vires
		41	Doctrine of indoor management
		42	Lifting the corporate veil
<b>10</b>	17-08-2020 To 21-08-2020	43	Articles of association
		44	Contents
		45	Differences between memorandum and articles
		46	Prospectus
		47	Contents of prospectus
<b>11</b>	24-08-2020 To 28-08-2020	48	Mis statement in prospectus
		49	Remedies for mis statement in prospectus
		50	Liabilities for mis statement
		51	<i>Class test</i>
		<b>28 August</b>	<b>Ayyankali Jayanthi</b>
<b>12</b>	31-08-2020		<b>Onam Holiday</b>

No of Weeks	Dates	Session	Topic
	To 04-09-2020		<b>Onam Holiday</b>
			<b>Onam Holiday</b>
			<b>Onam Holiday</b>
			<b>Onam Holiday</b>
<b>13</b>	07-09-2020 To 11-09-2020	52	Shares
		53	Types of shares
		54	Debentures
		<b>10 September</b>	<b>Sreekrishna Jayanthi</b>
		55	Types of debentures
<b>14</b>	14-09-2020 To 18-09-2020	56	Allotment procedure
		57	<i>Class test</i>
		58	<i>Revision</i>
		59	<i>Revision</i>
		60	<i>Revision</i>
<b>15</b>	21-09-2020 To 25-09-2020	<b>21 September</b>	<b>Sreenarayana Guru Samadhi</b>
			<b>3<sup>rd</sup> Semester 1<sup>st</sup> Internal Exam</b>
			<b>3<sup>rd</sup> Semester 1<sup>st</sup> Internal Exam</b>
			<b>3<sup>rd</sup> Semester 1<sup>st</sup> Internal Exam</b>
			<b>3<sup>rd</sup> Semester 1<sup>st</sup> Internal Exam</b>
<b>16</b>	28-09-2020 To 02-10-2020		<b>3<sup>rd</sup> Semester 1<sup>st</sup> Internal Exam</b>
			<b>3<sup>rd</sup> Semester 1<sup>st</sup> Internal Exam</b>
		61	Sale of Goods Act
		62	Contract of sale
		63	Essential features
<b>17</b>	05-10-2020 To 09-10-2020	64	Subject matter of Contract of Sale
		65	Conditions
		66	Express and implied conditions
		67	Warranties
		68	Express and implied warranties
<b>18</b>	12-10-2020 To 16-10-2020	69	Differences between condition and warranty
		70	Doctrine of Caveat Emptor
		71	Transfer of property in goods
		72	Rules regarding transfer of property
		73	Sale by Non-owners
<b>19</b>	19-10-2020 To 23-10-2020	74	Performance of Contract of Sale
		75	Unpaid seller
		76	Rights of an unpaid seller
		77	Remedies for breach of contract of sale of goods

No of Weeks	Dates	Session	Topic
		78	Goods and Service Tax
<b>20</b>	26-10-2020 To 30-10-2020	<b>26 October</b>	<b>Vijayadasami</b>
		79	Basic concepts
		<b>29 October</b>	<b>Miladi-I-Sherif</b>
		80	Challenges and opportunities
		81	Applicability of CGST and SGST
<b>21</b>	02-11-2020 To 06-11-2020	82	Consumer Protection Act
		83	Objectives
		84	Rights of a consumer
		85	Consumer Protection Councils
		86	Dispute Redressal Agencies
<b>22</b>	09-11-2020 To 13-11-2020	87	Filing of complaints
		88	Class test
		89	Revision
		90	Revision
			<b>Study Leave</b>
<b>23</b>	16-11-2020 To 20-11-2020		<b>Study Leave</b>
			<b>Study Leave</b>
			<b>3<sup>rd</sup> Semester 2<sup>nd</sup> Internal Exam</b>
			<b>3<sup>rd</sup> Semester 2<sup>nd</sup> Internal Exam</b>
			<b>3<sup>rd</sup> Semester 2<sup>nd</sup> Internal Exam</b>
<b>24</b>	23-11-2020 To 27-11-2020		<b>3<sup>rd</sup> Semester 2<sup>nd</sup> Internal Exam</b>
			<b>3<sup>rd</sup> Semester 2<sup>nd</sup> Internal Exam</b>
			<b>3<sup>rd</sup> Semester 2<sup>nd</sup> Internal Exam</b>
			<b>Study Leave</b>
			<b>Study Leave</b>
<b>25</b>	30-11-2020 To 04-12-2020		<b>Study Leave</b>
			<b>Study Leave</b>
			<b>Study Leave</b>
			<b>Study Leave</b>
			<b>Study Leave</b>
<b>26</b>	07-12-2020 To 11-12-2020		<b>Study Leave</b>
			<b>Study Leave</b>
			<b>Study Leave</b>
			<b>Study Leave</b>
			<b>Study Leave</b>
<b>27</b>	14-12-2020		<b>3<sup>rd</sup> Semester University Examination Begins</b>